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MICROSOFT BRINGS WORKOUTS, WEB BROWSERS, WARFARE, AND MORE ANNOUNCES NEW WAYS TO KINECT WITH CONSUMERS



When Microsoft released the Kinect motion controller for Xbox 360, the publisher said that it was a watershed moment in how consumers experience gameplay and entertainment as a whole. This year's Microsoft media briefing at E3 2012 showcased the next step in Microsoft's vision by demonstrating new titles, innovative technology, and myriad ways that the Xbox 360 can deliver content straight into the living room.

The event began with a look at one of the most highly anticipated new titles in the Xbox 360's platform-exclusive lineup, *Halo 4*. This latest *Halo* features the return of Master Chief and his assistant Cortana, as they face a strange new threat. The demo showcased a jungle environment with some familiar enemy types, and also introduced new, non-biological enemies, and ancient weaponry unseen in the series. *Halo 4* hits stores on November 6.

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EA'S BIG GAMES, LASTING EXPERIENCES ACTION AND SPORTS TITLES HEADLINE ELECTRONIC ARTS' CONFERENCE



Electronic Arts' E3 2012 press conference at the Orpheum Theatre in Los Angeles delivered an equal blend of surprise and delight, with brand new titles and partnerships announced, along with details about several anticipated releases.

John Riccitiello, CEO at Electronic Arts, began the press conference by discussing the publisher's goal to deliver content beyond that found on the game disc. "Now our games offer so much more," he explained, "we don't stop creating when a game is ready."

EA Sports' well-loved professional football franchise returns on August 28 with *Madden NFL 13* for Xbox 360, PS3, Nintendo Wii, and PlayStation Vita—and it has been rebuilt from last year's multiplatform iteration. In addition to improved passing and animation systems, the game introduces a brand-new Connected Careers option. This new mechanic collects progress through both online and offline play, with players able to utilize existing pro players, create their own athletes, or even select legendary coaches to command throughout their careers.

CONTINUED ON PAGE 7



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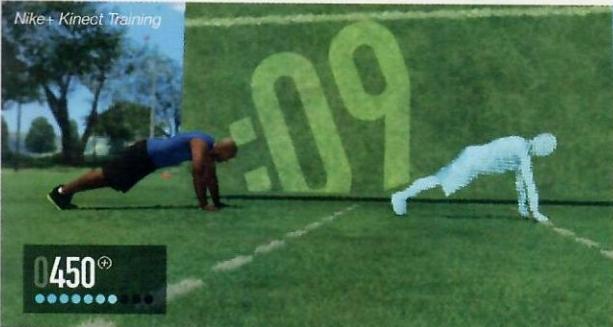


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After the *Halo 4* demonstration, Don Mattrick, president of Microsoft's Interactive Entertainment Business division, took the stage. He announced that the Xbox 360 reached an important milestone—not only is the platform the best-selling system in North America, it is now the best-selling system worldwide. According to Mattrick, the Xbox 360 is the best way to enjoy all kinds of entertainment, and 2012 will be the console's strongest year yet.

To underscore his point, Mattrick introduced another new title, *Tom Clancy's Splinter Cell: Blacklist*. Series hero Sam Fisher is back, and this time he is deep undercover in enemy territory. Several rogue nations formed an alliance called the Blacklist, which presents a major threat to the United States. In the demo, stealth and combat sequences flowed into each other smoothly, and via Kinect voice commands, Fisher distracted and diverted his targets' attention, and called for backup. *Tom Clancy's Splinter Cell: Blacklist* will be available in spring 2013.

The Xbox 360 is well-known for its sports lineup, and EA showcased two of its most popular sports franchises: *Madden NFL 13* and *FIFA Soccer 13*. Both of these games feature new Kinect voice recognition enhancements, allowing gamers to call out their plays, substitutions, and tactics on the fly—and even react to referee calls. Legendary quarterback

Joe Montana made a surprise appearance to demonstrate *Madden NFL 13*'s new voice commands in action.

Next, Microsoft treated the audience to an updated look at *Fable: The Journey*, a winter 2012 Kinect-exclusive spin-off of Lionhead Studios' popular *Fable* role-playing series. *The Journey* allows players to wield fierce magic with full-body gestures.

Following the *Fable* sneak peek, Microsoft debuted two new trailers. First up: *Gears of War: Judgment*, a series prequel by Epic Games, Inc. and People Can Fly. The trailer showcased a much younger-looking version of protagonist Marcus Fenix, anchoring the game at a much earlier point in the *Gears of War* timeline. The second trailer featured *Forza Horizon*, an arcade-style, high-speed racer in the successful tradition of the *Forza Motorsport* series.

Microsoft's Director of Marketing Yusuf Mehdi then introduced several new features and media partnerships. The Kinect-powered Bing voice search now sorts entertainment by genre, and soon launches in 12 additional countries. In the United States, four new media partners are set to provide content via Xbox Live: Nickelodeon; Paramount Movies; Machinima; and Univision. Microsoft's sports entertainment partnerships are also expanding, as Major League Baseball, the National Basketball Association, and the National

Hockey League all prepare their offerings for Xbox Live. The existing ESPN partnership will expand, covering all ESPN networks (ESPN, ESPN2, ESPN3, and ESPN-U) with live, 24/7 programming options.

The news did not stop with sports and movies. Microsoft is planning a service called Xbox Music, which brings over 30 million tracks to consumers, and offers a library sharable between Xbox 360 and Windows 8-powered devices. Microsoft also showcased its new fitness regimen, *Nike+ Kinect Training*, in partnership with Nike.

Marc Whitten, head of the Xbox Live Division, revealed Microsoft's vision of a new era in connected gameplay and entertainment. Whitten noted that people are more connected than ever before, but their smart devices—such as phones and tablets—rarely communicate with each other seamlessly. A new technology initiative, called Xbox SmartGlass, looks to address this issue. In his demonstration of SmartGlass, Whitten watched a movie on his tablet, then took it to his Xbox 360 and continued viewing, while the tablet displayed in-depth information about the film. Concept demos showcased the use of SmartGlass in gaming, allowing players to pick their plays covertly and easily set up multiplayer gaming sessions without interruption. With all of these devices now working in tandem, Whitten announced that Microsoft will be bringing web browsing (via Microsoft Internet Explorer) to Xbox 360. When combined with the Kinect's easy voice commands and SmartGlass-powered controls, browsing the web will be more intuitive than ever before.

The focus then shifted back to games. Square Enix, Inc.'s *Tomb Raider* made its return, showcasing more of famed heroine Lara Croft's further adventures in dangerous territory. The first downloadable content for this 2013 title will debut as a timed exclusive on the Xbox 360. Head of Microsoft Game

Studios Phil Spencer came back to the stage to introduce more first-party trailers: the fantasy-driven *Ascend: New Gods*, the sleek and futuristic *LocoCycle*, and an intriguing new puzzle game from acclaimed film director Gore Verbinski called *Matter*.

Capcom's Hiroyuki Kobayashi and Eiichiro Sasaki showcased *Resident Evil 6*, the upcoming installment in the famed survival-horror franchise. During the demo, protagonist Leon Kennedy went on a wild ride through the corridors of a zombie-infested Chinese metropolis, complete with an out-of-control helicopter ride into a building filled with the undead. Xbox Live spokesperson Alex Ruiz was also on-hand to demonstrate *Wreckateer*, a third-person physics puzzler where players launch projectiles to destroy castles and rack up huge scores.

South Park creators Trey Parker and Matt Stone took the stage to introduce *South Park: The Stick of Truth*, a new role-playing game based on the hit animated TV show. *The Stick of Truth* is replete with all the humor that the show's fans have come to love. Next, Microsoft introduced *Dance Central 3*, the latest in Harmonix's popular franchise. Famed musician and dancer Usher took the stage to showcase some of the slick new moves that accompany his featured in-game songs.

Don Mattrick closed the presentation by offering gamers a taste of one of gaming's most celebrated franchises, *Call of Duty: Black Ops II*. The demo showcased a scene in near-future, downtown Los Angeles: A series of terrorist attacks blew the U.S. President's vehicle off-course, and it is up to the player to find and ensure the President's safety using a variety of futuristic weaponry and gadgets. This demo was a fitting conclusion to a forward-looking conference, replete with cutting-edge technology and games that truly showcased Microsoft's dedication to innovation.





CONTINUED FROM PAGE 1

The Xbox 360 version of the game also includes optional Kinect support, letting players utilize voice recognition to call out plays on both offense and defense. EA Sports also announced a separate game, *Madden NFL 13 Social*, due on Facebook and smartphones this fall.

SimCity marks the long-awaited return of EA's metropolis-building simulation, with original developer Maxis back in charge of the PC series. Slated for February 2013, the game utilizes Maxis' new GlassBox game engine, which allows for a more realistic experience, along with detailed graphics. *SimCity* enables users to connect with friends via EA's Origin game service, allowing several different cities to exist in a region—and potentially affect each other's progress and quality of living. Additionally, EA and Maxis plan to launch *SimCity Social*—a free-to-play Facebook game—with in the next few weeks.

Keeping the focus on online gameplay, EA revealed the *Battlefield 3 Premium* service for the successful first-person shooter. Available immediately for a one-time fee of \$49.99 on Xbox 360, PS3, and PC, the service allows access to five add-on packs for *Battlefield 3* owners. In total, it delivers 20 new multiplayer maps, as well as additional play modes and weapons. Membership gets players the *Back to Karkand* pack, as well as this month's *Close Quarters*, September's vehicle-based *Armored Kill* pack, the post-earthquake *Aftermath* in December, and the *End Game* add-on in March 2013. Members can download and play these packs before general users can—plus, they earn access to exclusive in-game content and much more.

Next, EA shifted gears to discuss *Star Wars: The Old Republic*, a BioWare-developed massively multiplayer online role-playing game that launched late last year. In July, new members can experience *The Old Republic* free of charge for the first 15 character levels. Plenty more fresh content is in store for subscribers in the coming year, including: new group instances; a unique world called Makeb; and a level cap increase that allows all players to continue developing their in-game characters.

Due out on October 23, *Medal of Honor: Warfighter* expands the storied military first-person shooter franchise, which was revived with 2010's *Medal of Honor*. The latest entry, coming to Xbox 360, PS3, and PC, puts players into the shoes of elite military operators on missions set across the world. EA's live demonstration spotlighted both on-foot action and the use of a remote-control ground drone that can dispatch enemies with ease. Additionally, the game includes an online multiplayer component called Global Warfighters, in which players utilize one of 12 different worldwide factions to battle it out against other users. The Global Warfighters mode is playable on the E3 show floor this week at Electronic Arts' booth.

FIFA Soccer 13 continues its annual charge to a wide array of platforms, launching this fall on Xbox 360, PS3, PlayStation Vita, PC, PlayStation 2, Nintendo Wii, Nintendo 3DS, PSP, iOS, and Android. Beyond the game's improved intelligence and dribbling controls, it also introduces new features for the EA Sports Football Club online network—such as allowing players of *FIFA Soccer 12* to retain their earned levels in the new title. Additionally, the iOS

and Android versions can connect to Football Club, while a separate iPhone companion app lets console players remain connected to the *FIFA Soccer* universe.

Following the *FIFA Soccer* presentation, Ultimate Fighting Championship president Dana White arrived onstage to reveal a surprise multi-year, multi-product agreement with EA Sports to create games based on the popular mixed martial arts organization.

EA then shifted gears to *Need for Speed: Most Wanted*, the latest entry in its popular racing series. Sharing the arcade-oriented spirit of the original *Need for Speed*:

Most Wanted from 2005, the new Xbox 360, PS3, and PC release is developed by Criterion Games, best known for *Need for Speed: Hot Pursuit* and the *Burnout* racing series. True to its title, *Most Wanted* lets players become the most-wanted driver in a large open city environment. Elaborate police pursuits, intense competitions against other street racers, and a variety of other activities continue *Need for Speed*'s trademark white-knuckle racing experience. Players can also view their rankings on *Most Wanted*'s online leaderboards when the game releases on October 30.

Crytek's upcoming *Crysis 3* closed out EA's press conference. This third chapter in the science-fiction first-person shooter series picks up more than 20 years after *Crysis 2*, with hero Prophet seeking revenge on both the corrupt CELL Corporation and the Ceph alien race. Set in the futuristic "urban jungle" of New York City, the foliage-covered metropolis features seven distinct sectors called the Seven Wonders. The Xbox 360, PS3, and PC shooter is expected out in February 2013.

In just one hour, Electronic Arts offered a comprehensive glimpse into its future, with a wide array of new and familiar experiences available to players across numerous platforms, and an eye towards expanding players' connections with games via extended content and social gaming initiatives.

*Battlefield 3: Close Quarters*



PlanetSide 2

ONLINE DEFINED

SONY ONLINE ENTERTAINMENT DELIVERS HOT NEW MMOs

For many, the name Sony Online Entertainment (SOE) is virtually synonymous with the massively multiplayer online game genre. This E3, SOE once again lives up to its top-tier reputation, launching exciting additions for two of its existing games and announcing exclusive information about two new ones.

Starting with SOE's classic games, *DC Universe Online* devotees will enjoy the game's fourth downloadable content release, *The Last Laugh*. Starring everyone's favorite villain, the Joker, *The Last Laugh* features massive eight-versus-eight battles where players fight for dominion of the Watchtower or the Hall of Doom. The title's dynamic content pack gives gamers the opportunity to play new Light-Powered Legends characters Kilowog, Green Lantern, and Amon Sur, as well as to infiltrate each others' safe-houses and wield a powerful new weapon called the Shield. Would-be superheroes wanting in on the joke can download *The Last Laugh* from the *DC Universe Online* website and via the PlayStation Network in-game marketplace this later this month.

Also coming this summer is a new addition to the fantasy world of *Free Realms*. Role-playing

gamers of all ages can explore a sizzling desert landscape in *Free Realms*' new regional expansion called Sunstone Valley. SOE augmented its critically acclaimed, tween-friendly online world by adding an all-new setting—complete with new monsters, new quests, and new rewards—in a move that guarantees *Free Realms* fans a hot new brand of summer fun.

Soon to be on every gamer's must-play list are groundbreaking multiplayer shooters *Bullet Run* and *PlanetSide 2*. Set in the near future, *Bullet Run* transforms gamers into reality TV stars as they become contestants in the world's deadliest game show. Using futuristic "Synth" technology, players will battle to the death, then reincarnate to dole out their own personalized brands of revenge. Players compete not only to rack up hits, but to become the show's most infamous celebrity. To that end, *Bullet Run* offers players a huge range of character customization with countless options in gear, weapons, and abilities—which give them the chance to become their own unique reality TV star. Gamers hoping to be contestants should watch their backs: *Bullet Run* will be gunning for them this summer on PC.



PlanetSide 2



DC Universe Online: The Last Laugh

SOE's next new title, *PlanetSide 2*, keeps the bullets blazing with a reimagining of the publisher's original massively multiplayer first-person shooter, *PlanetSide*. This highly anticipated sequel maintains fan-favourite features while adding unique factions, mentoring missions, distinctive vehicles, huge maps, and hundreds of players simultaneously battling it out. For SOE, the most important aspect of the game is accessibility. "Everything from the free-to-play model to the low min-spec performance of the *ForgeLight*

engine is built to make the game as accessible to as many potential players as possible so that the battles can stay enormous and action-packed for years to come," said *PlanetSide 2* creative director Matt Higby.

With four hot titles leading the way, Sony Online Entertainment is once again demonstrating its ability to produce top games in the MMO space—and offering fans the opportunity to see games that illuminate company's vision for the future of online gaming.



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ESA MEMBER LISTING

AS OF MARCH, 2012

- 38 Studios
- 345 Games
- 505 Games
- Capcom USA, Inc.
- Deep Silver
- Disney Interactive Studios, Inc.
- Electronic Arts
- Epic Games, Inc.
- Her Interactive, Inc.
- Ignition Entertainment
- Konami Digital Entertainment
- LEVEL-5 Inc.
- Little Orbit
- Mad Catz
- Microsoft Corporation
- Namco Bandai Games America Inc.
- Natsume Inc.
- Nexon America, Inc.
- Nintendo of America Inc.
- Nival
- NVIDIA
- O-Games, Inc.
- Perfect World Entertainment
- Rubicon
- SEGA of America, Inc.
- Slang
- Sony Computer Entertainment America
- Sony Online Entertainment, Inc.
- Square Enix, Inc.
- Take-Two Interactive Software, Inc.
- Tecmo Koei America Corporation
- THQ, Inc.
- Trion Worlds, Inc.
- Ubisoft Entertainment, Inc.
- Warner Bros. Interactive Entertainment Inc.
- XSEED Games



Michael D. Gallagher

Michael D. Gallagher
President and CEO, ESA



Interview with ESA CEO

MIKE GALLAGHER

Q: What is the Entertainment Software Association and what is your role in the industry?

ESA is the U.S. trade association dedicated to serving the business and public affairs needs of companies that publish computer and video games on all platforms, including consoles, personal computers, handheld devices, smart phones, tablets, and the Internet. Our members include virtually all of the leading entertainment software companies. We provide insight, knowledge and assistance to these companies to help them navigate today's complex marketplace, enabling them to advance their objectives and achieve their goals. In doing so, we represent our industry on a variety of issues, from First Amendment advocacy to intellectual property protection, and work to foster economic conditions that support our robust and growing industry. Of course, we also organize and manage E3, and welcome all of this year's attendees and exhibitors to what will be a dynamic, exciting and insightful expo.

Q: How has E3 evolved in these last few years? How would you describe it today compared to the past?

We remain focused on ensuring that E3 remains the premier global trade show for the video game industry, and we continually look for new ways to enhance the experience. E3 has enjoyed remarkable success, and continually evolves along with our industry—as evidenced by the new exhibitors joining this year.

In recent years, video games have grown to impact aspects of our daily lives beyond entertainment—as educational tools, physical rehabilitation treatments and employee training assets. In turn, E3 has expanded to highlight these and many other ways video games improve what matters most to Americans.

Q: One of the most pronounced industry trends in recent years—especially with the mass-adoption of tablet devices and the rapid advancement of graphical technology on smartphones—is mobile game play. What are your thoughts on how this is driving the industry and events like E3?

Right now, every product with a screen—whether it is a mobile phone, a PC, a TV, a tablet, or a handheld system—plays games. This dominant trend, in turn, enables our industry to make games more accessible to an ever-growing audience. Americans live life on the go, and video game companies are meeting them where they are—on mobile devices. Industry leaders increasingly create compelling digital games and mobile applications, which stimulates more demand for this content and helps drive increasing digital sales. In fact, digital game sales, including spending on mobile games, rose 7 percent to \$7.24 billion in 2011—approximately 29 percent of estimated total industry sales. Mobile games are no longer just associated with “casual” gamers, and have changed the way we view games and those who play them. E3 2012 reflects this trend, as some of the top mobile game designers will attend and exhibit at the show.

Q: What do you hope attendees will take away from this year's E3? Where should they be focusing their attention in order to get the most out of the show?

E3 has a lot to offer attendees. We will be showcasing the most technologically advanced and compelling entertainment experiences in the world—before they arrive at virtual and physical storefronts. We want attendees to take away the sense of excitement, wonder, and anticipation that comes with experiencing cutting-edge entertainment and getting a taste of what is yet to come. My advice to attendees looking to get the most out of the show: wear comfortable shoes. There are more than 300,000 square feet of innovations on display—I encourage attendees to explore them all.

Q: The rise of social networking sites has impacted our culture and how we live, work, and play. How has the rise in social networks, and with that, the rise of social and casual game play, affected the video game industry?

The rise of social games has introduced entertainment software to a wider audience, enabling video game companies to reach millions of consumers instantly and at a much lower cost than before. At the same time, the very nature of such games and their widespread appeal is causing the gamer population

to grow and diversify, along with making game play a more social activity. Today, more Americans than ever play video games. The large majority of game players are adults, and adult women represent a significantly greater portion of the game-playing population than boys 17 or younger. In addition, an increasing number of gamers report that they play with other gamers in person or with their families.

Industry leaders are producing an ever-expanding variety of games in formats that are accessible across these social platforms. Some of these companies also incorporate tools into their games and consoles that enable gamers to connect with others through social networks to share information, commentaries, reviews, and recommendations.

Q: What other recent or impending technological innovations in your industry are you most excited about? Will any of these innovations be shown or unveiled at E3?

We are excited about the many new game and technology announcements certain to occur at this year's show. Each year E3 is different and it is hard to predict what exhibitors will show based on console cycles or the past year's sales. There is an incredible breadth of platforms out there for a wide range of consumers and we think this trend will continue. Over the last year, we have also seen new innovations in digital games and game content, and these developments are likely to be on display at E3, along with other inventive products. I expect 2012 will be another exciting year for both gamers and the industry.

Q: How has the art in video games evolved, and how do you see it continuing to change in the future?

Year after year, one of the most compelling examples of our industry's innovation comes from the continued evolution of game art and design. The visually striking digital characters, landscapes, and incredibly realistic scenes created by our industry's talented designers can be regarded as a revolution in graphic art. In fact, the Smithsonian Institution recently recognized the artistic importance of video games by opening "The Art of Video Games" exhibit in March at the American Art Museum in Washington, DC. The exhibit explores the 40-year evolution of video games as an artistic medium. This is truly a validation of games' artistic value by a highly respected institution, and, I believe, is another step in changing the way many conceptualize video games moving forward. In addition, we will once again showcase and celebrate video game art here at E3 through the "Into the Pixel 2012" exhibition, which features some of the best artwork from leading game artists and designers all over the world.

(Continued on following page)

Interview with ESA CEO

MIKE GALLAGHER

...Continued from page 11

Q: At this time last year, the industry was awaiting the decision of the U.S. Supreme Court case. What does the ESA's win at the Supreme Court mean for the video game industry going forward?

The Supreme Court's historic decision affirmed the First Amendment rights of our industry's artists and creators, elevating computer and video games to the same legal status as films, books, and fine art. The protective force of the Court's decision provides our industry with the freedom to continue producing the most innovative and transformative entertainment experiences. I strongly believe this ruling will promote further exploration of video games' capabilities and benefits, and I am confident that our industry is ready and able to capitalize on the opportunities it presents. ESA was proud to lead this effort on behalf of all creators in our industry.

Q: With the landmark U.S. Supreme Court case behind you, what, if any, challenges do you see on the horizon?

With the threat of industry-specific content regulation behind us, our focus has turned toward expanding the industry's reach to every device and to every market around the world.

Entertainment software companies are already a boon to the American economy, generating approximately \$25 billion in annual revenue and employing more than 120,000 employees across 34 states. Our industry drives technological innovation in a dynamic twenty-first century economy. Yet we are capable of even more.

We have the power to create compelling, interactive, and shared entertainment experiences on every device with a screen. And we have the ability to improve Americans' daily lives by integrating games more fully into our classrooms, businesses and medical facilities. We are now focusing on business and policy challenges that threaten this expansion and evolution both domestically and abroad to ensure that our industry's innovators and investors can realize the full potential of their efforts.

Q: Can you provide an example or two of how games play a role in improving everyday life?

There are countless examples of this trend, and every day we learn about new ways in which private companies, academic institutions and nonprofit organizations are leveraging games and game technology to benefit society. Today's games bolster our economy, strengthen our education system, inspire artistic expression, increase our chances for workplace success, and improve the delivery of healthcare.

For example, individuals increasingly turn to active games to improve their exercise habits and enhance physical activity. Our industry recently partnered with the President's Council on Fitness, Sports & Nutrition to launch the Presidential Active Lifestyle Award (PALA) Challenge to promote video games as tools to help Americans lead healthier, more active lifestyles. With approximately 70 percent of American households owning video game consoles or a computer dedicated to game play, the Active Play PALA Challenge aims to harness the excitement around games to motivate kids and families to get fit and stay healthy.

We have also seen growth in the use of games to educate, as more and more teachers incorporate games into their lesson plans. The White House lends support for this trend through its Educate to Innovate campaign to improve science, technology, engineering and mathematics education. President Obama recently appointed Dr. Constance Steinkuehler – an assistant professor of digital media at the University of Wisconsin–Madison – as a senior policy analyst charged with shaping policies around games that improve education.

Thanks, Mike. We appreciate the time and I hope you have a great E3.

Thanks for the time and I look forward to hearing everyone's impressions of the great hardware and software on the floor this year.

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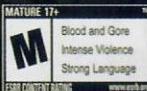
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Bellator: MMA Onslaught

MMA ONLINE ONSLAUGHT

345 GAMES BRINGS DOWNLOADABLE MIXED MARTIAL ARTS ACTION TO CONSOLES

This summer, modern-day pugilists take to the ring in *Bellator: MMA Onslaught* – in person, on television and in the brand new downloadable title by MTV Networks' game publishing division, 345 Games.

Bellator is one of the world's largest tournament-based mixed martial arts (MMA) organizations. Events air on MTV2, Epix, and Spike.com, giving the series broad exposure across a range of media.

With *Bellator: MMA Onslaught*, the organization further expands its brand into the interactive world of games, via Xbox Live Arcade and PlayStation Network. Top honors in *Bellator* are earned, not granted—and players must fight through intense tournaments, based on varied weight classes, to earn their own glory.

As the first downloadable title with a heavyweight MMA license, *Bellator: MMA Onslaught* aims for

accessibility. Easy-to-use controls are designed to replicate authentic MMA styles and grappling, while customization features let players craft their own unique combatants. Unlockable bonus content and online multiplayer modes will keep players eager for more, and myriad rewards await the victors—including the potential to earn recognition on live *Bellator* broadcasts.

MTV Networks offers enormous reach amongst young adults

through its umbrella of affiliated TV networks and entertainment properties. The company's game publishing division, 345 Games, focuses on the downloadable game market; so far, 345's fighting games based on the *Deadliest Warrior* TV series have been solid successes on both Xbox Live Arcade and the PlayStation Network. No doubt *Bellator: MMA Onslaught* will add to the company's growing reputation for bringing heavyweight downloadable fighting content to the masses.

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CAPCOM'S STORIED FUTURE

FAN FAVORITES HEAVY, EVIL, LOST, AND MORE

Capcom U.S.A., Inc. has long been known as one of the most illustrious companies in video games. This year's E3 sees Capcom returning to the show floor with a host of highly anticipated offerings from the company whose games continue to break new and exciting ground in interactive entertainment.

What does it take to control a massive, destructive war machine? In *Steel Battalion: Heavy Armor*—due out for the Xbox 360 later this year—all it takes is a series of gestures. Thanks to the Kinect's advanced motion-sensing capabilities, players man the cockpits of powerful mechanized fighters called Vertical Tanks

(VT). In this far-future alternate history, the United States Army must reclaim its own soil from aggressors using this unique machine. Players view the action from a first-person view, using gestures to control their VT down to its finest details. Xbox Live play allows up to four players to cooperate in specialized missions online to earn the spoils of victory.

Mechanical mayhem may be epic, but the fervently anticipated *Resident Evil 6* reminds gamers that biohazards are still the most terrifying threat to human safety. The epidemic has now gone global, creating never-before-seen mutant abominations that threaten all of mankind. Series heroes Chris

Redfield and Leon Kennedy join new character Jake Muller, the son of notorious series villain Albert Wesker. Chris, Leon, and Jake all have distinct story threads that intertwine, weaving an elaborate plot web that plays out across North America, Europe, and China. The game's new control scheme, solo and co-op play (both online and offline) options, and more Mercenaries Mode missions have fans worldwide waiting with great anticipation. *Resident Evil 6* will release October 2 for Xbox 360, PlayStation 3, and PC platforms.

Another well-known Capcom franchise returns to the Xbox 360, PS3, and PC in early 2013: *Lost Planet 3* takes players back to the strange world of E.D.N. III and its one-and-only constant: the harsh and dangerous climate. Players take control of Jim, a contract rig worker who has taken a lucrative new job on E.D.N. III. His employer is in dire straits, but Jim foresees a quick way back home if he can turn things around. Players explore E.D.N. III with the help of Jim's utility rig, in this first/third-person hybrid action-shooting game. And once the central story wraps up, players can engage in a variety of online multiplayer modes.

Sometimes, an old favorite begins again with a fresh perspective. *DmC* is a completely new take on Capcom's highly popular *Devil May Cry* series, reimagined from the ground up by famed developer Ninja Theory. Series protagonist Dante has always been rebellious, but few realized that he literally has a demonic streak in him: He sports a combination of powers from Heaven and Hell, and he uses every acrobatic skill and super-powered weapon at his disposal to dispatch demonic foes in this action-packed reboot, due later this year for Xbox 360 and PlayStation 3.

Finally, Capcom rounds out its showcase with a portable version of *Street Fighter X Tekken* for the PlayStation Vita. Due out later this year, *SF X Tekken* for the Vita packs the full punch of its console cousins, featuring several new characters, as well as cross-play capabilities with the PS3 version.

From heavy metal war machines to deadly epidemics, never-say-die protagonists and hard-hitting heroes, the richly drawn stories of Capcom favorites continue to attract gamers old and new.



Steel Battalion: Heavy Armor



Metro: Last Light

THQ ANNOUNCES COMPANY OF HEROES 2

METRO: LAST LIGHT AND Darksiders II
ROUND OUT THE PUBLISHER'S E3 LINEUP

A trio of eagerly awaited sequels headlines THQ's lineup at this year's E3. One of the most exciting of these is the just-announced *Company of Heroes 2*, a direct follow-up to 2006's real-time strategy (RTS) predecessor. Acclaimed Relic Entertainment serves as developer once again, and the title will harness the company's powerful proprietary Essence 3.0 engine.

"Essence 3.0 is the latest incarnation of Relic's proprietary software, which powered *Company of Heroes*," says Greg Wilson, *Company of Heroes 2* producer. "This state-of-the-art game engine allows us to add more visual fidelity, physics, and dynamic gameplay than ever before. *Company of Heroes 2* is going to set the technological standard for the RTS genre for years to come."

Whereas the original *Company of Heroes* put players in command of the American military during

major operations in the Battle of Normandy, the new game shifts geographical locations during World War II, letting players control the Soviet army as it fends off Nazi invaders from the Russian front. *Company of Heroes 2* is slated for a 2013 PC release, and features a sizable multiplayer component.

Developer Vigil Games is also back with more great content, extending its hit 2010 action-thriller series *Darksiders*. The follow-up, *Darksiders II*, puts players in control of a different Horseman of the Apocalypse—this time Death, instead of War. And, importantly, in this title gamers can choose whatever type of Death they want to assume: Thousands of weapon and armor items are at this Horseman's disposal, in addition to highly customizable skill trees that give him the means to unleash devastating blows.

"A huge addition to *Darksiders II* is the advanced character progression," explains *Darksiders II*



Company of Heroes 2

producer Ryan Stefanelli. "Anyone who finished the first *Darksiders* ended up with more or less the same War as everybody else. *Darksiders II* adds leveling, skill trees, and random loot drops that let players customize their Death to fit their play style."

The new title's Death is a more agile character than the hulking behemoth War, and he can use his acrobatic prowess to fully explore the game's richly layered world (designed in part by comics writer/artist and game developer Joe Madureira, who served as *Darksiders'* creative director). Plot-wise, *Darksiders II* chronicles Death's attempt to exonerate his brother War, who just might have prematurely started the apocalypse. The game, due in August 2012 for the PlayStation 3, Xbox 360, Wii U, and PC, boasts a sizable amount of side-quests laid out in a vast, open world.

Next year, THQ will also publish 4A Games' *Metro: Last*

Light—sequel to *Metro 2033*—for PlayStation 3, Xbox 360, and PC. The first-person shooter survival game takes a deeper, closer look at post-apocalyptic Moscow Metro, forcing players to scrape their way to victory. The player serves as protagonist Artyom, who holds the key to the race's survival and must survive for the sake of humanity—even as mutants skulk deep beneath the poisoned skies and hunt humanity's remnants. Strategy and skill are critical, as nothing comes easily in this game. Like its 2010 predecessor, even ammo is a precious commodity. In contrast to the starkness of its setting, *Metro: Last Light* pops with vivid colors and textures; even its subterranean grays, browns, and blacks are richly filled with satisfying detail.

With three thrilling, heart-pumping titles as its focal point, visitors to the THQ booth at E3 are sure to find more than enough action to take them through 2012 and beyond.

YOUR GAMES OUR COVERAGE



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gamesradar.

GAMEFLY.
Games Delivered



PlayStation.
The Official Magazine

PC GAMER

NINTENDO
POWER

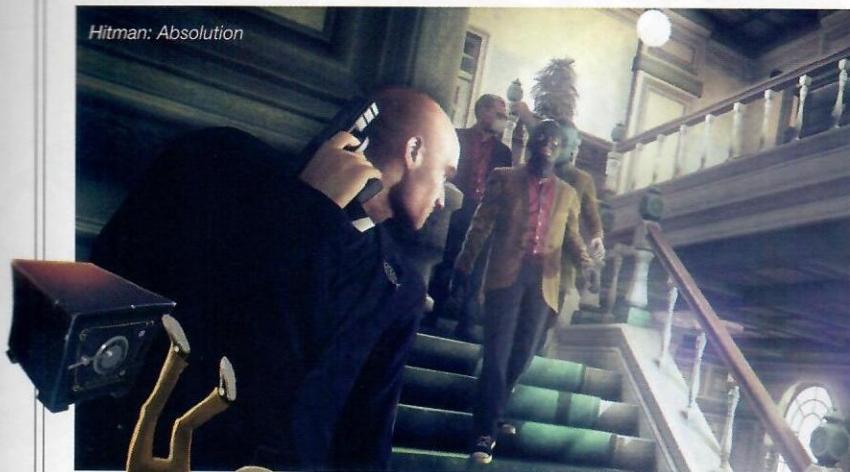
CVG

EDGE

GAMER

Future
MEDIA GROUP

Hitman: Absolution



Tomb Raider



SQUARE ENIX OFFERS CLASSIC AND NEW HITS

FINAL FANTASY, TOMB RAIDER, KINGDOM HEARTS — PLUS NEW PUZZLE, SECRET AGENT, AND UNDERWORLD TITLES

Square Enix knows how to keep game fans happy, rolling out a diverse lineup that showcases fan-favorite franchises alongside a broad array of hot new properties. This year in the Square Enix booth at E3 gamers will find the newest, hottest *Final Fantasy*, the backstory on *Tomb Raider*, whole new dimensions in *Kingdom Hearts*, and exciting brand-new properties to experience and explore.

Final Fantasy is one of Square Enix's most popular series, and 2012 marks its 25th anniversary. One element that has helped to make the games such huge hits worldwide is the series' excellent music. *Theatrhythm: Final Fantasy* is an all-new title for the Nintendo 3DS that focuses gamers' combat chops on the rhythm of beloved tunes from the fabled franchise. Songs and characters from across the *Final Fantasy* multiverse take center stage in a rhythm gaming revue that will have players tapping their toes and their styli, come summer 2012.

Another beloved game series also drops onto the Nintendo 3DS later this year. *Kingdom Hearts 3D: Dream Drop Distance* is the latest installment in the popular Square Enix and Disney Interactive Media Group tie-up saga. Sora and Riku, the most popular protagonists of the series, star in an adventure that takes them to

stunning new locales both inside and outside of the Disney universe. All-new gameplay systems add new acrobatic dimensions to the action and adventuring elements of *Kingdom Hearts*, which have captivated players worldwide for nearly a decade.

Tomb Raider is another series well loved by critics and consumers worldwide. Following its preview last year, the brand-new *Tomb Raider* reboot for PlayStation 3, Xbox 360, and PC makes its debut at E3 2012. This new title explores the origins of iconic adventuress Lara Croft as a young and inexperienced explorer trapped in an unknown land. She must struggle to survive, using her skills and wits to escape an environment where the only constant is danger.

Danger does not just lurk in strange places. Come late 2012, the dark side of Hong Kong is revealed in *Sleeping Dogs* for PS3, Xbox 360, and PC. Taking control of investigator Wei Shen, players work to bring down the notorious Triads. The Hong Kong underworld comes to vibrant, neon-lit life as players explore the island and engage in a variety of different play styles throughout. White-knuckle street races, pulse-pounding gunfights, and knock-down, drag-out martial arts combat all come into play.



Quantum Conundrum

On the other side of the law lies Agent 47, the most efficient killing machine the world has ever seen, in *Hitman: Absolution* for the Xbox 360, PS3, and PC. Things are not going smoothly for Agent 47, who is double-crossed by those he trusts. Using his wits, disguises, and a new "instinct" system, Agent 47 must unravel the conspiracy he finds himself caught within. *Hitman: Absolution* is due out later in 2012.

Going solo is great, but team play is one of the big draws of *Heroes of Ruin*, due out later this month for the Nintendo 3DS. Players can create and develop their own mercenaries in this fantasy real-time strategy epic. And if the challenge of keeping the peace proves too much for one person, players can hop online for four-player cooperative questing, item exchanging, and tactics-talk

via the Nintendo 3DS microphone. Players looking for puzzles to ponder should find *Quantum Conundrum* pleasantly perplexing. Kim Swift, co-creator of the beloved classic *Portal*, is part of the team behind this all-new first-person puzzler. As a youth trapped in a mad scientist's testing grounds, players must utilize a tool called the Inter-Dimensional Shift Device to warp to worlds unknown and solve increasingly challenging puzzles. This humorous adventure will debut on Xbox Live Arcade, PlayStation Network, and PC in summer 2012.

Mixing up the fun with fan-favorite franchises plus three exciting new properties, Square Enix has once again delivered a lineup of sure-fire hits—classic and new—at this year's E3.



PROCEEDS BENEFIT



Children's
Miracle Network
Hospitals



WHAT?

WHEN?

WHO?

HOW?

FOR?

For the last four years, thousands of gamers have come together to play for 24 hours for Extra Life – a gaming marathon in support of Children's Miracle Network Hospitals®. Gamers rally friends and family members to sponsor their play. The funds go to help save and improve the lives of kids at the CMN Hospital in their community.

SATURDAY, OCTOBER 20, 2012

Everyone. Hard-core gamers to Facebook farmers to smart phone bird throwers. Extra Life makes it easy for people to help kids while doing what they love doing anyway. The fundraising is turn-key. When and how they play is up to the gamer. Hospitals win. Every time.

- 1 Sign up online at www.extra-life.org
- 2 Ask friends & family to sponsor you for as little as \$1/hour
- 3 Play games for 24 hours on October 20, 2012

Children's Miracle Network Hospitals raises funds for 170 children's hospitals across North America, which, in turn, use the money where it's needed the most. Donations stay in the community, helping local kids. Since 1983, Children's Miracle Network Hospitals has raised more than \$4 billion, most of it \$1 at a time. These funds support research and training, purchase equipment, and pay for uncompensated care, all in support of the mission to save and improve the lives of as many children as possible. Learn more at CMNHospitals.org.

1,000% increase in annual funds raised since 2008.

\$200 average raised by gamer.

417 websites and podcasts have participated.

\$1.2 MILLION raised in 2011 alone.



2012

SHOW INFORMATION

ATM / Cash Machines

- South Hall Lobby.
- Concourse Walkway, Level 1 (between South and West Halls).
- West Hall Lobby, across from the Galaxy Café.

Baggage & Coat Check

- South Hall Lobby.
- West Hall Lobby.

Business Center

- Operated by the Los Angeles Convention Center (LACC).
- Concourse Walkway, Level 1 (between South and West Halls).

E3 Information Counters

- South Hall Lobby.
- West Hall Entrance.
- Please stop by our Information Counters if you have questions, or need assistance.

E3 Show Management Office

- West Hall, Level 2, Room 509.

Exhibitor List and Profiles

- Please refer to pages 34-54 of this publication, or refer to www.E3Expo.com.

Exhibit Hall Maps

- Please refer to pages 24-31 of this publication.

First Aid

- South Hall Lobby.
- West Hall Lobby.
- In case of emergency, dial 3000 on any LACC house telephone.

Food Services

- Galaxy Court—Level 1, West Hall Lobby.
- Compass Café—Overlooking South Hall Lobby.
- Concession stands are available in South and West Halls.
- A variety of food carts are available along the outdoor Concourse Walkway (outside Galaxy Court).
- Starbucks Coffee South—Adjoining Compass Café seating area.
- Starbucks Coffee West—Level 1, behind Galaxy Court.
- Big Daddy's BBQ food cart—Petree Plaza.

Hotel Information Counter

- South Hall Lobby (adjacent to registration).

Hotel Shuttle Buses

- For a complete list of shuttle routes and hotels, please refer to page 22.

Into the Pixel 2012

- Concourse Foyer.
- Juried art exhibition showcases the art and artists behind the games.

International Lounge

- South Hall, Level 2 between 300 and 400 Meeting Rooms.

International Registration (for all non-U.S. residents)

- South Hall Lobby.
(Interpreter Services available.)

Internet Access

- Wireless hotspots are available in the West Lobby (Galaxy Cafe area) and South Lobby (Compass Cafe area). The cost is \$19.95 per day. Please look for the wireless network "E3 2012".
- Computers with Internet are available at the LACC Business Center.

Interpreters

- Foreign-language interpreters are available at International Registration, located in the South Hall lobby.

Lost & Found

- E3 Show Management Office (West Hall, Level 2, Room 509).

Media Center

- Petree Hall (Level 1, adjacent to West Hall Lobby).
- Media Registration, Working News Room and Media Hospitality Lounge.

- Open to qualified registered media only.
- Also available: VPO / PR Newswire.

Official E3 Merchandise Store

- South Hall Lobby.
- From T-shirts, hats and bags, to kids' wear, outerwear, travel mugs (and much more). Get your E3 gear at the official E3 Merchandise Store.

Publication Distribution Center

- In addition to the many exhibitors distributing publications from their booths, the following industry-related publications are available in South and West Hall Lobbies:

*Dealerscope
Edge
Electronic Gaming Monthly
Game Career Guide
Game Developer Magazine
Game Informer Guide
Key Players
KidScreen Magazine
Macworld
MCV
Nintendo Power
Official XBOX Magazine
PC Gamer
PCWorld
PlayStation: The Official Magazine*



2012

SHOW INFORMATION

Registration: Attendees

- South Hall Lobby.

Registration: Exhibitors

- Kentia Hall Foyer (take escalators down from South Hall Lobby).

Registration: Media

- Petree Hall (in Media Center).

Security Offices

- South Hall—Adjacent to exhibit floor entrance.
- West Hall—Level 1, next to elevators.

Show Management Office

- West Hall, Level 2, Room 509.

Shuttle Buses

- E3 attendees who have booked in the official E3 Hotel block receive a complimentary shuttle bus wristband for transport to and from the show.
- Shuttle bus wristbands are available for \$75 in the Show Office (West Hall, Level 2, Room 509). For a complete list of shuttle routes and hotels, please refer to page 23.

Smoking

- Smoking is not permitted at the Los Angeles Convention Center during E3.

Thank you for your cooperation.

Taxis

- West Hall (exit Main Entrance).
- South Hall (exit from Lobby, past First Aid, and onto Pico Drive).

Video Games Live

- Wednesday, June 6, 8:00 p.m.
- Nokia Theatre at L.A. LIVE.
- Tickets available in South Hall Lobby.

Wheelchairs

- To obtain a wheelchair, please go to a First Aid Station (located in South and West Lobbies). Note: motorized wheelchairs must be ordered in advance for a fee.



HERE'S AN APP FOR THAT

Downloading the official E3 App is easy.

For iPhone, iPad, or iPod Touch users, visit the App Store and search for
E3 2012

For all other web-enabled phones, point your phone's browser to:
m.core-apps.com/E32012

Or scan:



SHOW SCHEDULE

	TUESDAY, JUNE 5	WEDNESDAY, JUNE 6	THURSDAY, JUNE 7
EXHIBIT FLOOR:	12:00 p.m. - 6:00 p.m.	10:00 a.m. - 6:00 p.m.	10:00 a.m. - 5:00 p.m.
REGISTRATION:	8:00 a.m. - 6:00 p.m.	8:00 a.m. - 6:00 p.m.	8:00 a.m. - 5:00 p.m.
MEETING ROOMS:	12:00 p.m. - 6:00 p.m.	9:00 a.m. - 6:00 p.m.	9:00 a.m. - 5:00 p.m.



2012

LOS ANGELES HOTEL INFORMATION

HOTEL NAME	ADDRESS	DISTANCE FROM LACC MILES / KILOMETERS	SHUTTLE ROUTE
BEVERLY HILLS			
Beverly Hilton	9876 Wilshire Boulevard, Beverly Hills, CA 90210	10.9 / 17.5	9
Beverly Wilshire, A Four Seasons Hotel	9500 Wilshire Boulevard, Beverly Hills, CA 90212	10.3 / 16.6	9
Montage Beverly Hills	225 North Canon Drive, Beverly Hills, CA 90212	10.5 / 16.9	9
DOWNTOWN			
Hilton Checkers Hotel	535 South Grand Avenue, Los Angeles, CA 90071	1.2 / 1.9	3
The Historic Mayfair	1256 West 7th Street, Los Angeles, CA 90017	1.2 / 1.9	4
JW Marriott at L.A. Live	900 West Olympic Boulevard, Los Angeles, CA 90015	Adjacent	Walking Distance
Kawada Hotel	200 South Hill Street, Los Angeles, CA 90012	1.67 / 2.69	2
Kyoto Grand Hotel & Gardens	120 South Los Angeles Street, Los Angeles, CA 90012	2.9 / 4.67	2
Los Angeles Athletic Club	431 West Seventh Street, Los Angeles, CA 90014	1.1 / 1.8	3
Los Angeles Marriott Downtown	333 South Figueroa Street, Los Angeles, CA 90071	1.13 / 1.82	1
Luxe City Center Hotel	1020 South Figueroa Street, Los Angeles, CA 90015	1 block	Walking Distance
Millennium Biltmore Hotel	506 South Grand Avenue, Los Angeles, CA 90071	1.2 / 1.9	3
Miyako Hotel Los Angeles	328 East 1st Street, Los Angeles, CA 90012	3.03 / 4.88	2
The O Hotel	819 South Flower Street, Los Angeles, CA 90017	3 blocks	4
Radisson Hotel Los Angeles at USC	3450 South Figueroa Street, Los Angeles, CA 90007	1.8 / 2.9	5
Ritz Milner	813 South Flower Street, Los Angeles, CA 90017	3 blocks	4
Ritz-Carlton Los Angeles	900 West Olympic Boulevard, Los Angeles, CA 90015	Adjacent	Walking Distance
Sheraton Los Angeles Downtown Hotel	711 South Hope Street, Los Angeles, CA 90017	5 blocks	3
The Standard Downtown Los Angeles	550 South Flower Street, Los Angeles, CA 90071	5 blocks	1
Westin Bonaventure Hotel & Suites	404 South Figueroa Street, Los Angeles, CA 90071	1.1 / 1.77	1
HOLLYWOOD			
Hollywood Roosevelt Hotel	7000 Hollywood Boulevard, Hollywood, CA 90028	9.13 / 14.69	6
Renaissance Hollywood Hotel	1755 North Highland Avenue, Hollywood, CA 90028	8.89 / 14.31	6
The W Hotel Hollywood	6250 Hollywood Boulevard, Hollywood, CA 90028	7.5 / 12.07	6
SANTA MONICA			
Le Merigot JW Marriott Beach Hotel	1740 Ocean Avenue, Santa Monica, CA 90401	14.5 / 23.3	10
Loews Santa Monica Beach Hotel	1700 Ocean Avenue, Santa Monica, CA 90401	14.5 / 23.3	10
UNIVERSAL CITY			
Beverly Garland's Holiday Inn	4222 North Vineyard Avenue, Universal City, CA 91602	11.7 / 18.9	8
Hilton Universal City	555 Universal Hollywood Drive, Universal City CA 91608	11 / 17.70	8
Sheraton Universal	333 Universal Hollywood Drive, Universal City CA 91608	11.5 / 18.51	8
WESTSIDE			
Hyatt Regency Century Plaza	2025 Avenue of the Stars, Universal City, CA 90067	10.5 / 16.9	7
InterContinental Century City	2151 Avenue of the Stars, Los Angeles, CA 90067	10.2 / 16.4	7



2012

LOS ANGELES CONVENTION CENTER
June 5 – 7, 2012

Shuttle Information

Complimentary shuttle service is provided between the Los Angeles Convention Center (LACC) and the following hotels:

Hotel	Route	Shuttle Boarding Location at Hotel
Beverly Garland's Holiday Inn	8	Curbside in Front of Hotel
Beverly Hilton	9	Bus Cutout on Wilshire Blvd.
Beverly Wilshire, A Four Seasons Hotel	9	Curbside on El Camino
Hilton Checkers Hotel	3	Walk to Millennium Biltmore – Grand Ave. Entrance
Hilton Universal City	8	Front Entrance - Circle Drive
Hollywood Roosevelt Hotel	6	Curbside on Hollywood Blvd.
Hyatt Regency Century Plaza	7	Curbside on Avenue of the Stars
Intercontinental Los Angeles	7	Curbside on Avenue of the Stars
Kawada Hotel	2	On 2nd Street - Corner of Hill
Kyoto Grand Hotel & Gardens	2	Curbside on Los Angeles Street
Le Merigot JW Marriott Beach Hotel	10	Curbside in Front of Hotel
Loews Santa Monica Beach Hotel	10	Curbside in Front of Hotel
Los Angeles Athletic Club	3	Curbside on Olive
Los Angeles Marriott Downtown	1	Walk to Westin Bonaventure – Curbside on Figueroa St.
Historic Mayfair Hotel	4	Curbside on 7 th Street
Millenium Biltmore Hotel	3	Curbside on Grand Ave. – End of Driveway
Miyako Hotel Los Angeles	2	Curbside in Front of Hotel
Montage	9	Walk to Beverly Wilshire – Curbside on El Camino
Radisson Hotel Los Angeles at USC	5	Front Entrance
Renaissance Hollywood Hotel & Spa	6	Johnny Grant Way (Side Doors)
Ritz Milner	4	Curbside in Front of Hotel
Sheraton Los Angeles Downtown Hotel	3	Curbside on Hope
Sheraton Universal	8	Main Entrance – Outer Circle
The O Hotel	4	Curbside in Front of Hotel
The Standard Downtown Los Angeles	1	Across Street on Flower, NW Corner of 6 th & Flower
The W Hotel Hollywood	6	Curbside in Front on Argyle
Westin Bonaventure Hotel & Suites	1	Figueroa Street Entrance

Hours of Service

Routes 1-5:

Downtown

Tuesday, June 5

10:00 am – 2:00 pm	Every 10-15 minutes
2:00 pm – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 10-15 minutes

Wednesday, June 6

8:00 am – 11:00 am	Every 10-15 minutes
11:00 am – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 10-15 minutes

Thursday, June 7

8:00 am – 11:00 am	Every 10-15 minutes
11:00 am – 3:00 pm	Every 30 minutes *
3:00 pm – 6:00 pm	Every 10-15 minutes

* Departs convention center on the hour and half-hour

Routes 1-5 depart from South Hall

Routes 6-10:

Hollywood / Century City / Universal / Beverly Hills / Santa Monica

Tuesday, June 5

10:00 am – 2:00 pm	Every 10-15 minutes
2:00 pm – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 10-15 minutes

Wednesday, June 6

8:00 am – 11:00 am	Every 10-15 minutes
11:00 am – 4:00 pm	Every 30 minutes *
4:00 pm – 7:00 pm	Every 10-15 minutes

Thursday, June 7

8:00 am – 11:00 am	Every 10-15 minutes
11:00 am – 3:00 pm	Every 30 minutes *
3:00 pm – 6:00 pm	Every 10-15 minutes

* Departs convention center on the hour and half-hour

Routes 6-10 depart from West Hall

Schedule may vary due to traffic and weather conditions

Last bus leaves from hotels 60 minutes prior to end time with no return service.



For Shuttle Information and Special Assistance: (310) 466-4699
Please call at least 60 minutes prior to desired pick-up time.

Transportation Managed By:



Production Transport

Airport Shuttle

Express Service to LAX from LACC West Hall
Purchase tickets at the West Hall Shuttle Information Desk.

Thursday, June 7

Departures at:

1:00 pm, 3:00 pm, 5:00 pm & 7:00 pm

TICKETS: \$10.00 per person



2012

SOUTH HALL EXHIBITS

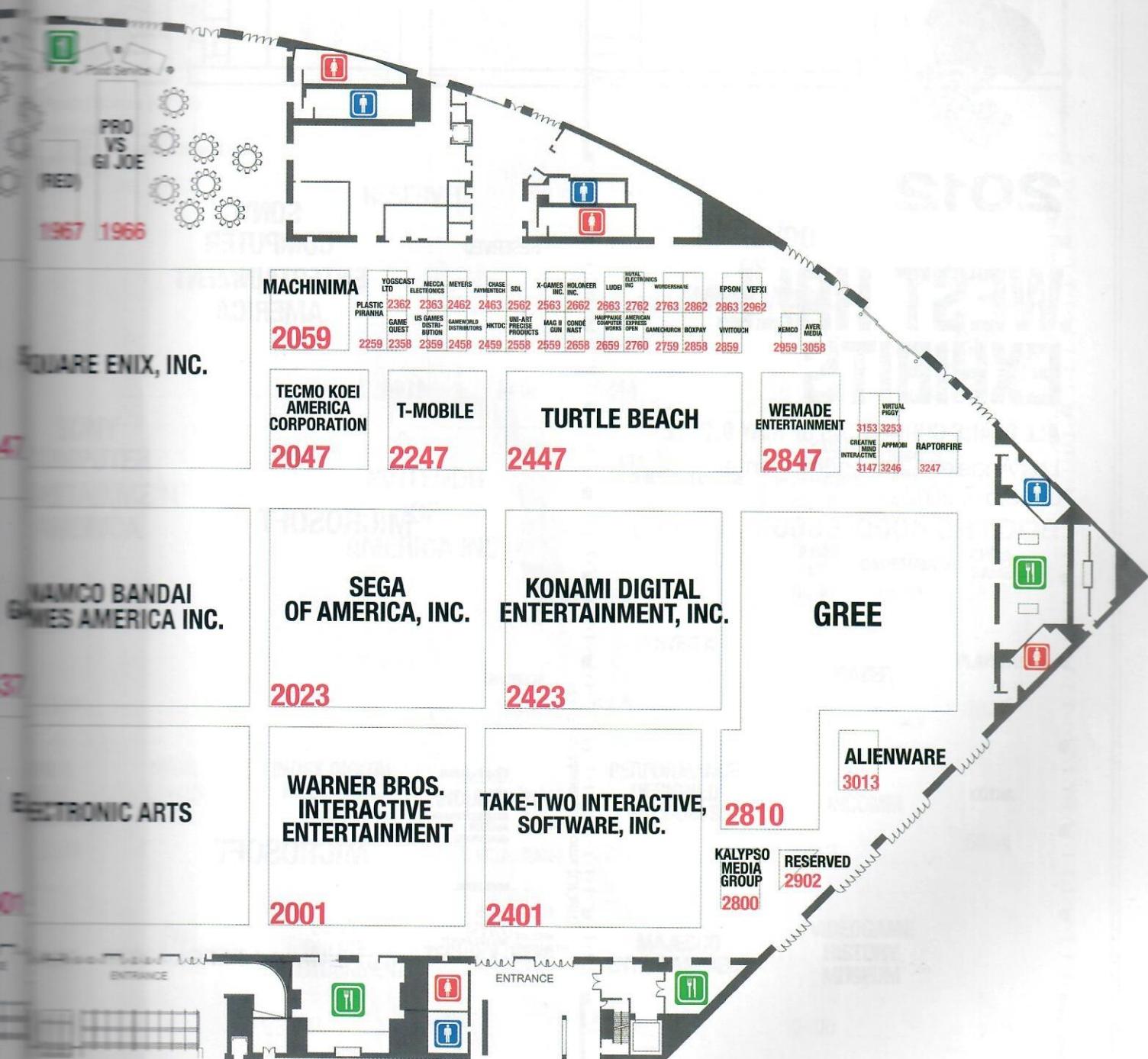
ALL PLANS CURRENT AS OF MAY 9, 2012

Los Angeles Convention Center

June 5-7, 2012

BOOTHES 223-3013







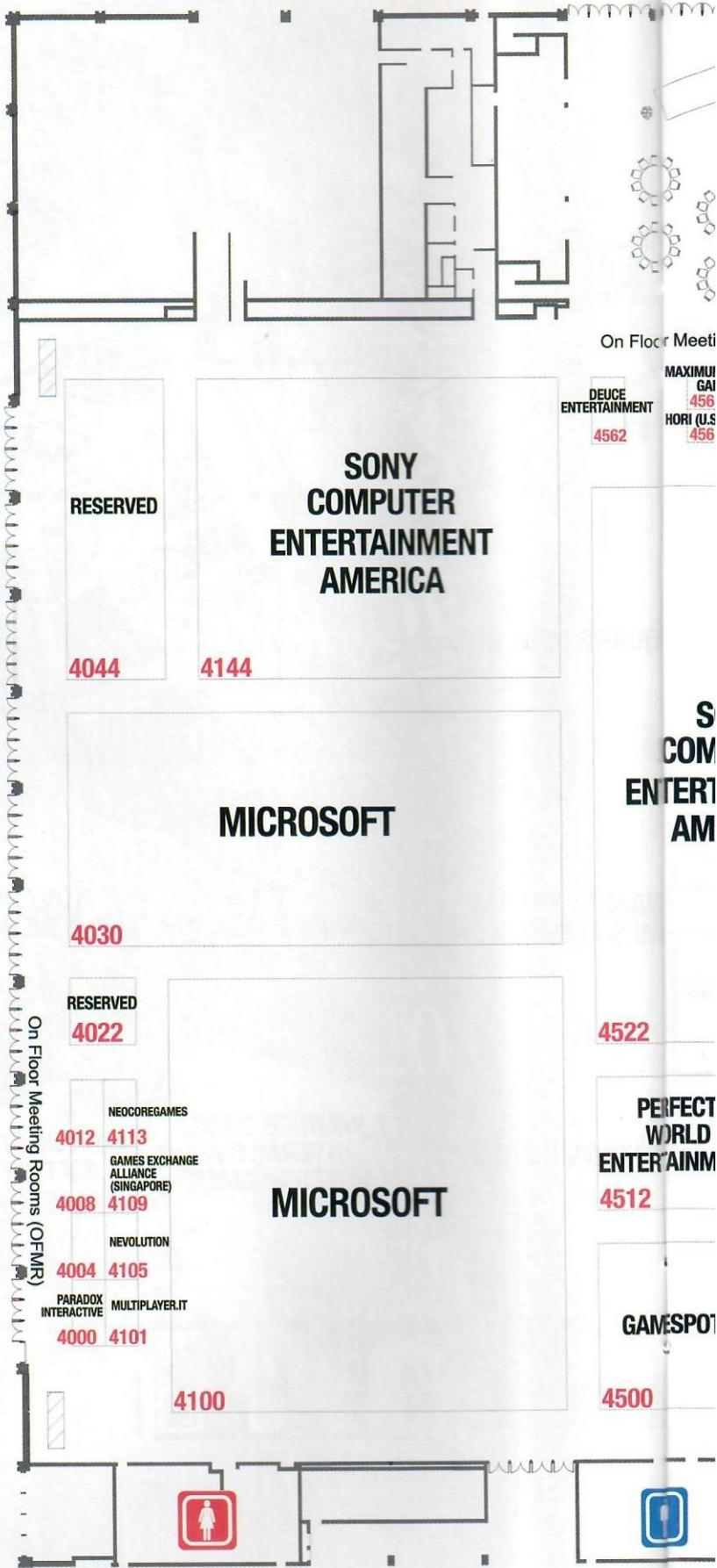
2012

WEST HALL EXHIBITS

ALL PLANS CURRENT AS OF MAY 9, 2012

Los Angeles Convention Center
June 5-7, 2012

BOOTHS 4000-5666





FOOD SERVICE



On Floor Meeting Rooms (OFMR)

MAXIMUM FAMILY GAMES	4563	GAMELOFT	DREAMGEAR
HOR (U.S.A.), INC.	4561	4761	4762

**SONY
COMPUTER
ENTERTAINMENT
AMERICA**

4522

PERFECT
WORLD
ENTERTAINMENT

4512

GAMERSPOT

4500

SNAIL
GAMES
USA

4712

IGN
ENTERTAINMENT

4700

**NINTENDO
OF
AMERICA INC.**

4822

INDEX DIGITAL
MEDIA, INC.
(ATLUS)

4810

R.D.S.
INDUSTRIES
INC.

5010

SONY
ONLINE
ENTERTAINMENT

4800

NYKO
TECHNOLOGIES

5000

**NINTENDO
OF
AMERICA INC.**

5244

CTA
DIGITAL

5234

LOUNGE

5334

FOCUS
HOME
INTERACTIVE

5436

DYNAMICS
INC.

5536

INNEX,
INC.

5430

GAMEMASTER

5530

CHINA
GAME

5630

POWER A

5222

RAZER

5422

PLAYSEAT

5622

PERFORMANCE
DESIGNED
PRODUCTS

5212

INCOMM

5412

KOTRA

5604

MAJESCO
ENTERTAINMENT

5200

**VIDEOGAME
HISTORY
MUSEUM**

5400

ENTRANCE



ENTRANCE



On Floor Meeting Rooms (OFMR)

MAJESCO ENTERTAINMENT	5662	5666
ROCCAT INC.	SUNFLEX EUROPE GMBH	
INNOGAMES	5652	5654
	5656	



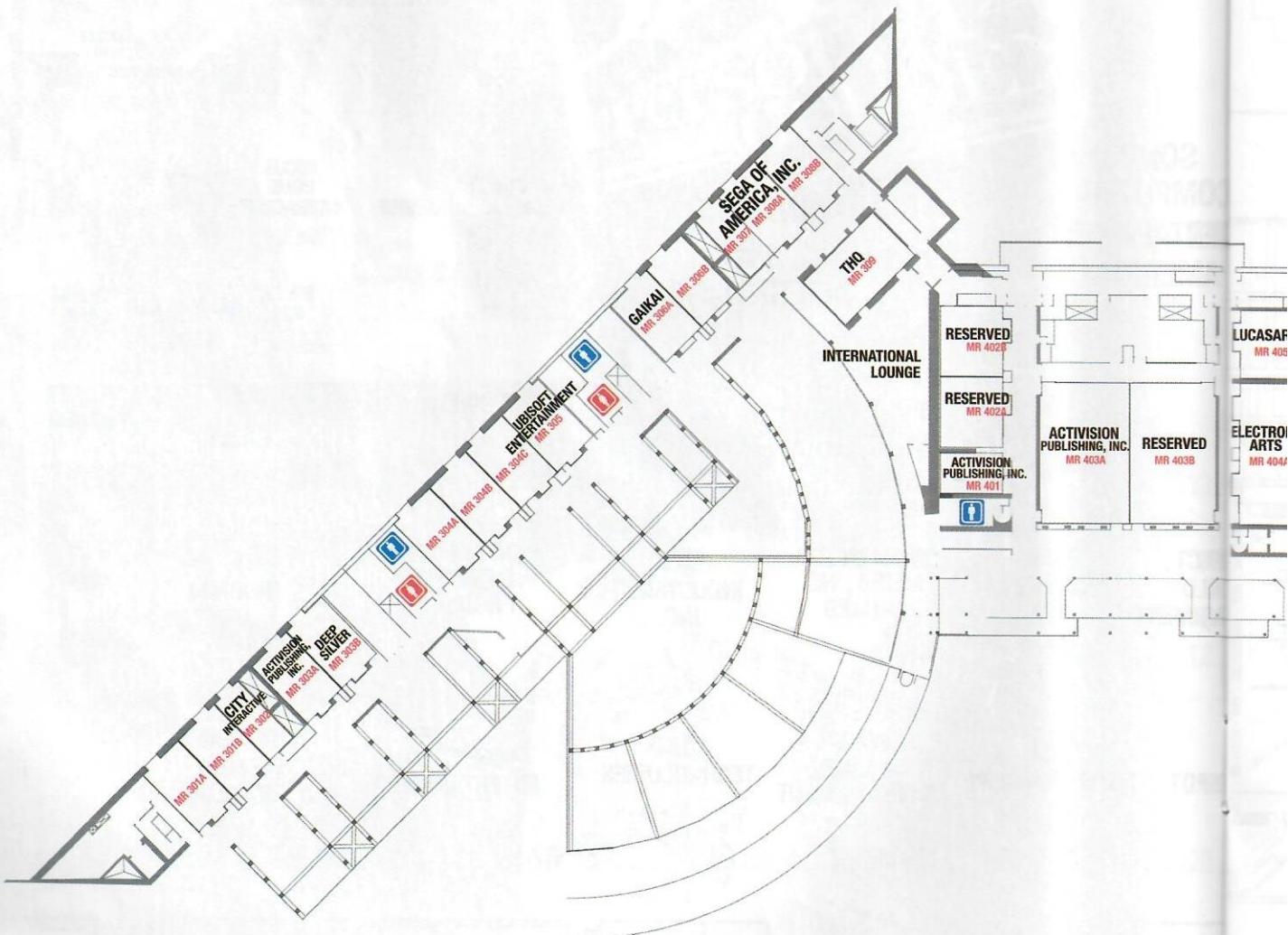
2012

SECOND LEVEL PERMANENT MEETING ROOMS

ALL PLANS CURRENT AS OF MAY 9, 2012

Los Angeles Convention Center
June 5-7, 2012

PERMANENT MEETING ROOMS 301-519





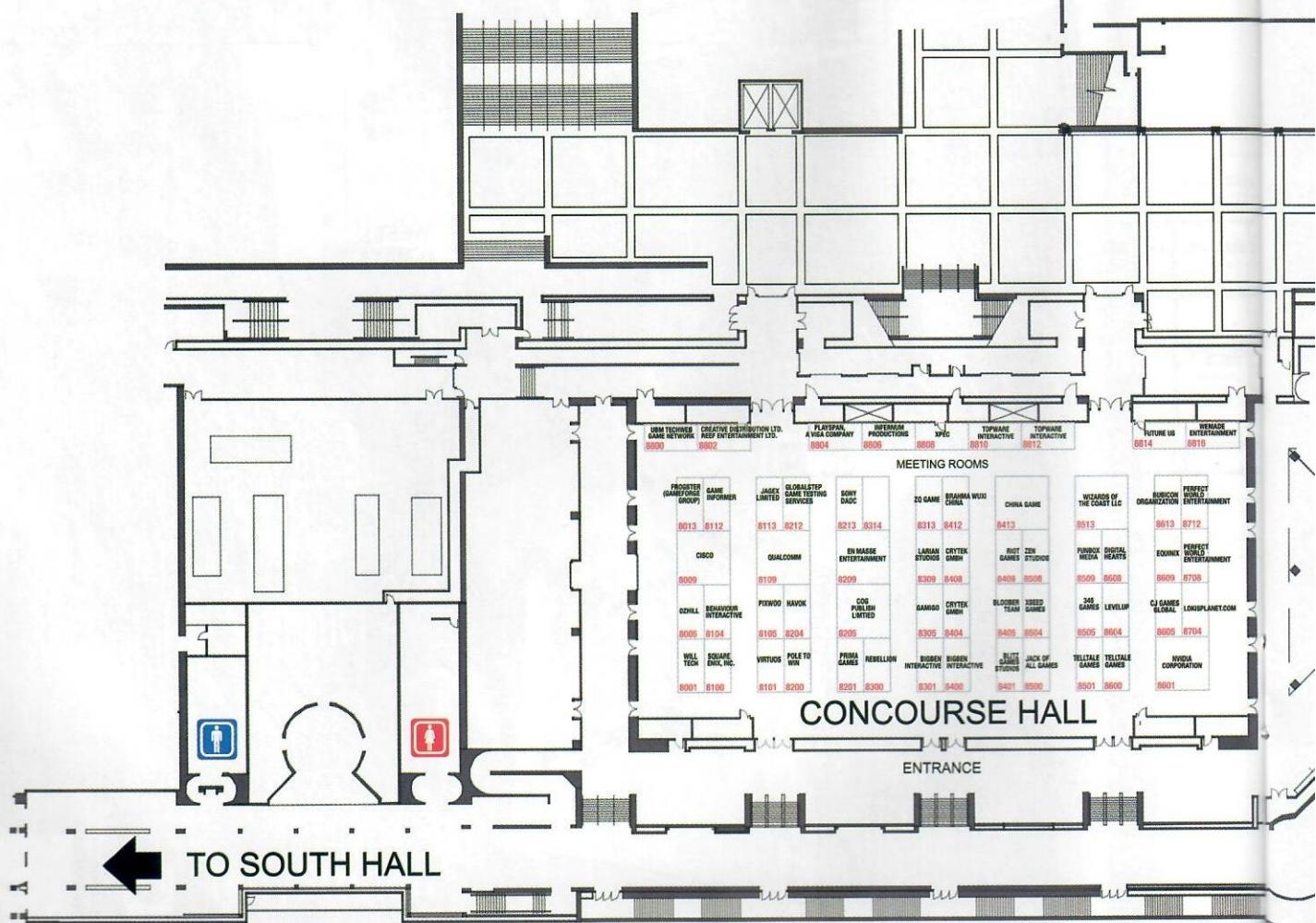


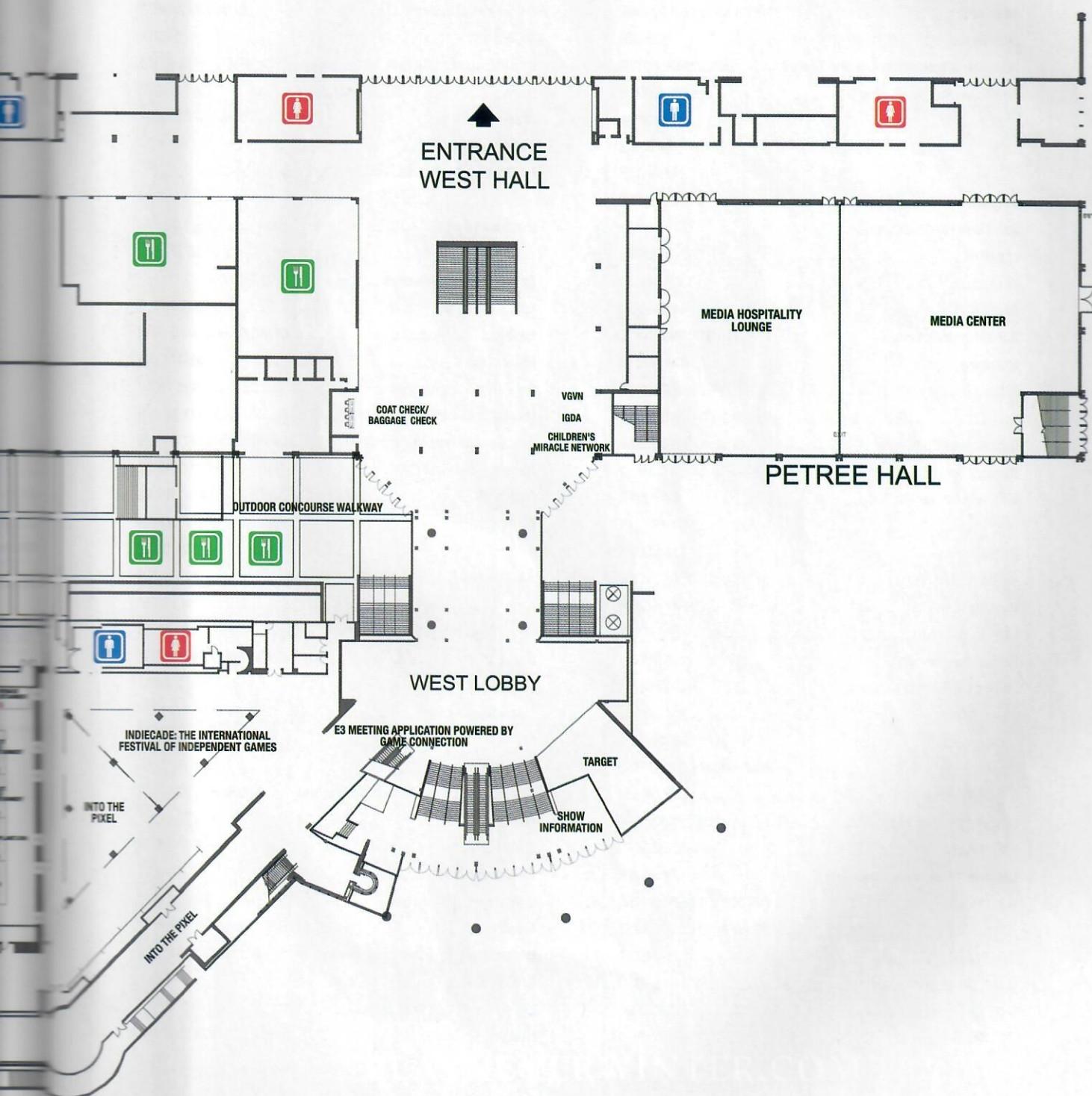
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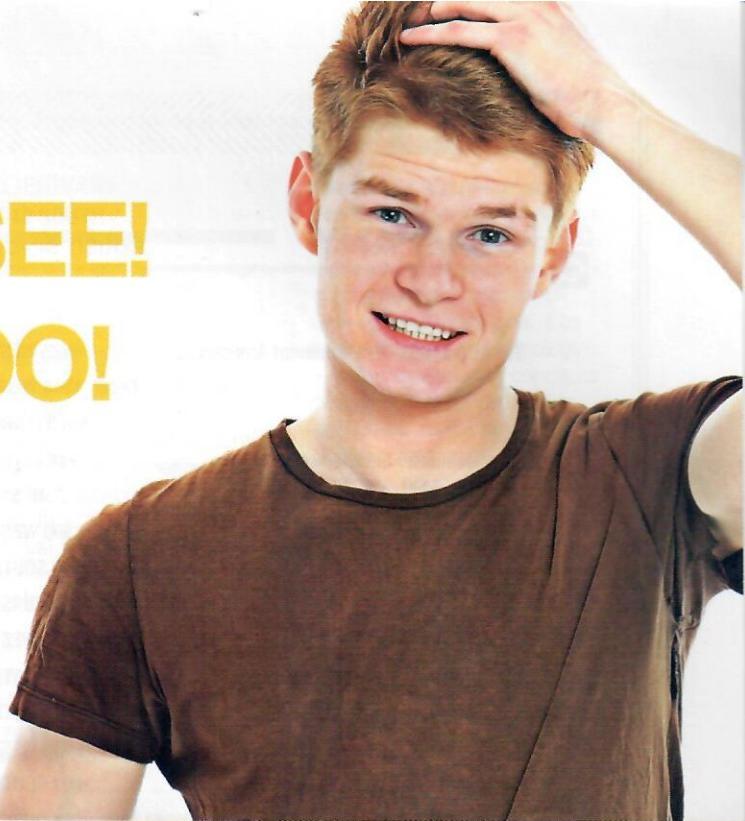
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www.redrush.com

Brett Claywell, Partner, STIKS GAMING; Michael Wasserman, Partner, STIKS GAMING; Sheila Roche, Chief Creative & Communications Officer, (RED); Christina Rose, VP Marketing & Partner Strategy, (RED)

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As a division of MTV Networks, 345 Games is dedicated to creating, marketing, and publishing high-quality, innovative interactive products. Our games are based on Spike and Comedy Central TV programs, but complement the core values of all MTV Networks brands. For more information, please visit us at www.deadliestwarriorthegame.com.

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www.505games.com

Ian Howe, President; Ron Scott, Managing Director; Tim Woodley, Head of Global Brand

ACADEMY OF INTERACTIVE ARTS AND SCIENCES CONCOURSE FOYER

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Calabasas, CA 91302
818-876-0826
www.interactive.org

Martin Rae, President; Terrence Myers, Executive Producer; Kelby May, Executive Assistant to the President; Debby Chen, Marketing & Communications Manager; Claudio Tapia, Project Manager

The mission of the AIAS is to promote and advance the worldwide interactive entertainment community and recognize outstanding achievements in the field of interactive arts and sciences.

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www.activision.com

Bobby Kotick, President & CEO, Activision Blizzard; Thomas Tippl, COO, Activision Blizzard; Eric Hirshberg, CEO, Activision Publishing; Tim Ellis, CMO, Activision Publishing; Maryanne Lataif, Senior VP, Communications

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. More information about Activision and its products can be found on the company's website, www.activision.com.

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Alienware, Dell's premier high-performance PC gaming brand, manufactures a diverse selection of customizable high-performance desktop and notebook systems that attract a broad range of customers who demand world-class performance and design.

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Joe Monastiero, VP, Business Development; Roy Smith, VP, Marketing; Tyler Smith, Lead Game Developer; Steve Tsuruda, Business Development

appMobi creates tools and services that support mobile game development and deployment using HTML5 on iOS, Android, Facebook, Amazon, and other platforms. Our tools give HTML5-based games graphics acceleration, low-latency multichannel sound, in-app purchasing, social leaderboards, user analytics, push messaging, and more.

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www.bigben.eu

Alain Falc, CEO; Laurent Honoret, Head of Sales Group; Isabelle Houzet, Head of Marketing Group; Florence Santer, Head of Export Group; Yannick Allaert, Head of Accessories

The European leader in the gaming accessories market, Bigben Interactive designs,

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produces and distributes incredible accessories for all consoles and mobile devices. Bigben Interactive is also the publisher of successful titles such as *CREATURES 4* (due June 2012) and the *My Body Coach* series, and distributor of *Test Drive: Ferrari Racing Legends*.

BLITZ GAMES STUDIOS OFMR 8401 CONCOURSE

Regent Square House
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CV32 4NL
United Kingdom
+44-1926880000
www.blitzgamesstudios.com

Philip Oliver, CEO; Richard Smithies, COO; John Nash, Studio Design Director; Natalie Griffith, Head of Public Relations & Marketing

An unwavering passion for games, combined with world-beating technology and a track record of innovation and creativity, makes Blitz Games Studios an independent developer like no other. Consistently first to embrace new technology and new business models, Blitz is a studio that thrives on change, but gains strength from experience.

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Cystersów 9
31-553 Krakow
Poland
www.blooberteam.com

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457 SOUTH

Stribna Lhota 747
252 10 Mnisek pod Brdy
Czech Republic
www.bistudio.com

Jiri Jakubec, Sales Manager

Bohemia Interactive is an independent game development studio that focuses on developing original state-of-the-art computer entertainment and simulation software, including the research of proprietary advanced real-time 3D graphics, artificial intelligence, and physical simulation technologies for real-time interactive environments.

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415-852-6936
www.boxpay.com

Amanda Keating, Director of Marketing; Iain McConnon, Co-Founder; Aaron Nobles, Director of Business Development

BoxPAY is an SMS and direct carrier billing solution that game developers can use to charge customers for digital content through their mobile phone bills instead of a credit card. We offer in-app, one-touch billing, as well as subscription billing. The box-PAY payments platform also works in Flash games. www.boxpay.com.

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www.brahma-tech.com

Feng Qian, CEO

Wuxi Brahma Information Technology Co., Ltd. is

founded on the principles of achievability, scalability, and expandability. We are a group of young entrepreneurs. One of our goals is to develop the next generation of MMORPGs and become one of the world's leading online game developers.

CAPCOM 1047 SOUTH

800 Concar Dr., Suite 300
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www.capcom.com

Capcom is a leading worldwide developer, publisher, and distributor of interactive entertainment for game consoles, PCs, handheld, and wireless devices. Founded in 1983, the company has created hundreds of games, including best-selling franchises *Resident Evil*®, *Street Fighter*®, *Mega Man*®, and *Devil May Cry*®.

CCP GAMES PMR 514

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+354-5409100
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Hilmar Pétursson, CEO; David Reid, CMO; Thor Gunnarsson, VP, Business Development; Yohei Ishii, Senior Director, Business Development; Ned Coker, Public Relations Specialist

With the launch of *EVE Online* in 2003 and *DUST 514* in 2012, CCP has established itself as one of the leading companies in the field, winning numerous awards and receiving critical acclaim worldwide. CCP is founded on the principle of pushing the envelope and breaking new ground on all levels. CCP is about making dreams become reality.

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Jeromy Adams, Director, Extra Life, Children's Miracle Network Hospitals; Megan Hillier, Coordinator, Extra Life, Children's Miracle ; Michael Sandler, Sr. Assoc. Director, Corp. Partnerships and Cause Marketing, Children's Hospital L.A.; Rosby Lamm, Corp. Partnerships and Cause Marketing, Children's Hospital L.A.

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City Interactive is an international publisher and developer of interactive entertainment products, with sales in over 40 countries worldwide. Listed on the Warsaw Stock

Exchange, City has development and publishing offices in Poland, US, Germany, UK, Canada, and Romania. More information can be found at www.city-interactive.com.


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Chufeng Chen, General Manager; Jianzhu Cheng, Director of Overseas Dept.

COG is dedicated to developing and publishing online games in overseas markets. Located in Shanghai, China, COG is a leading platform for publishing Chinese games in overseas markets. Professional and independent, COG possesses abundant overseas resources, and has great potential to cooperate with overseas operators in a deep way.

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 3147 SOUTH

2341 E. 8th St.
 Los Angeles, CA 90021
 213-607-0101
www.creativemindinteractive.com

Kamran Hayempour, CEO

Creative Mind Interactive is a distributor of video game hardware, software, and accessories for all major Nintendo, Microsoft, Sony, and Apple platforms. Major brands include dreamGear, Mad Catz, Nyko, and Lamborghini licensed products, and a complete line of Atari and Sega licensed Plug N Play games.

CRYTEK GMBH
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www.crytek.com

Crytek GmbH is one of the world's leading independent development studios for interactive entertainment, with its headquarters in Frankfurt am Main (Germany) and additional studios in Kiev (Ukraine), Budapest (Hungary), Sofia (Bulgaria), Seoul (South Korea), and Nottingham (UK).

CTA DIGITAL
 5234 WEST

49 S. 2nd St., 2nd Floor
 Brooklyn, NY 11211
 718-963-9845
www.ctadigital.com

Leo Markowitz, President; Sol Markowitz, VP; Steve Stern, Sales Manager; Camilo Galardo, Licensing & Product Specialist; Amna Nadim, Marketing Manager

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 501 SOUTH

115000 W. Olympic Blvd.
 Suite 460
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 310-231-0820
www.d3p.us

Michael Cerven, Publicity Manager; David Pava, Director of Marketing; Bill Anker, VP of Licensing & Business Development

D3Publisher (D3P) is a leading video game publisher for all platforms and is a top gaming destination for families and kids of all ages. The company is a recipient of a number of honors, including: an iParenting Media Award, NAPPA Honors Award, Parents' Choice Award, and an Annual Interactive Achievement Award.

**D-BLOCK
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 5604 WEST

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DEEP SILVER INC.

PMR 303B

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Klemens Kudratitz, CEO;
Geoffrey Mulligan, COO; Aubrey
Norris, Manager of Marketing &
Public Relations

Since 2003, Deep Silver has developed and distributed interactive games for all leading video game platforms, both at retail and digitally. In all, the company has published more than 200 games, including the 2011 blockbuster *Dead Island*. Deep Silver products are designed to equally appeal to a wide audience, from kids to adults.

DEUCE ENTERTAINMENT, LLC.

OFMR 4562 WEST

9441 W. Olympic Blvd.
Beverly Hills, CA 90212
310-807-0660
www.deuce-ent.com

Amir Ahdoot, President; Diane De Los Santos, Sales Associate; Eleanor Ahdoot, Director of Operations

Deuce Entertainment, LLC is a leading distributor of DVDs, boxed sets, and Blu-rays throughout the U.S. By working with non-traditional retailers, Deuce distributes closeout inventory to over 40,000 stores. With its direct relationships with major movie studios, Deuce Entertainment is the preferred supplier of closeout DVDs.

DICEPLUS

317 SOUTH

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61-894 Poznań, Poland
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www.diceplus.us

Piotr Olak, Business Developer Manager; Monika Leksowska, Brand Manager

DICE+ was created by Patrick Strzelewicz and Michael Bak, who founded GIC in cooperation with Financial Support Group (one of the top financial advisor companies) and Platige Image (Oscar-nominated post-production studio). DICE+ is the world's first electronic dice. It takes the best out of board games and the virtual world, and joins them via Bluetooth.

DIGITAL HEARTS USA INC.

OFMR 8608 CONCOURSE

21250 Hawthorne Blvd.
Suite 500
Torrance, CA 90503
310-792-7010
www.digitalhearts.co.jp/en

John Yamamoto, CEO & President; Cory Max Bernhardt, QA Senior Manager; Eric Kwan, QA Coordinator; Yoshimi Yoshikawa, Administration; Junichi Sasaki, International QA Manager

DIGITAL Hearts USA Inc. was established in October of 2011, as a subsidiary of DIGITAL Hearts Co., Ltd., with a focus on delivering the highest-quality video game testing services.

DISNEY INTERACTIVE MEDIA GROUP

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Jimmy Pitaro, Co-President;
John Pleasants, Co-President

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Yahya Ahdoot, Principal; Moris Mirzadeh, Principal; Richard Weston, Principal

DreamGEAR is a leading worldwide developer and provider of high-quality and innovative video game peripherals for all console and handheld platforms and—under our iSound brand—power, audio and other accessories for Apple and other tablets and mobile phones.

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Dynamics Inc. was founded and seeded in 2007 by Jeff Mullen, its President and CEO. Dynamics produces and manufactures intelligent powered cards, such as advanced payment cards.

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Taking place in Shanghai (June 28-29), Paris (November 28-30), and San Francisco (March 25-27, 2013), Game Connection is the most efficient business meeting solution in the industry—with matchmaking events between service providers, developers, publishers, and distributors, as well as network building and business enhancement. For more information, visit them at the E3 Expo Meeting Application Meeting Point in West Lobby.

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www.ea.com

Electronic Arts is a global interactive entertainment software company that is leading the digital transformation of games. Founded in 1982, EA develops, publishes, and distributes interactive software globally for video game consoles, PCs, mobile phones, tablets, social networks, and the Internet. EA's homepage is www.ea.com.

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Thomas Barrau, International Product Manager; Rotondo Adrien, Junior International Product Manager

Founded in 1996, Focus Home Interactive is an

independent French publisher. Known for the quality, diversity, and originality of its catalogue, Focus has published and distributed original titles that have become benchmark titles worldwide—such as *Wargame: European Escalation*, *Game of Thrones - RPG*, *Sherlock Holmes*, *Blood Bowl*, and *Of Orcs and Men*.

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Mark Clemens, Sales Manager;
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Funbox Media is a UK-based video game publisher with a global reach and established relationships.

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Los Angeles, CA 90036
www.g4tv.com

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G4 offers the last word on gaming, tech, gadgets, and web culture for the male 18-34 demographic. The network has given young men of today's digital generation a television home. G4tv.com is a top web destination for video game news and info. The network's popular original programming includes "Attack of the Show!," "X-Play," and "American Ninja Warrior."

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Rui Zhang, Emcee; Mingyi Zhao, Deputy General Manager

Games Channel is the largest digital-pay TV channel focusing on online games, e-sports, gamers, and game developers. With support from SMG, Games Channel is one of the largest online game-related content providers for various new media platforms. The total subscription of Game Channel has reached 43 million via cable and IPTV.

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Game Informer Magazine is a 20-year publishing veteran with over 7.5 million monthly subscribers. It's the industry's leading consumer publication and the 4th largest overall consumer magazine in the U.S. The Webby award-winning gameinformer.com maintains the fastest-growing online community of gamers, with over 3 million monthly unique visitors.

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Game Source distributes both new and used video game hardware, software, and accessories for all platforms including PlayStation 3, PlayStation 2, PSone, PSP, Wii, Nintendo DS, Xbox 360, and Xbox.

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Terence Teo, 1st VP, GXA; Sunny Koh, 2nd VP, GXA; Serene Tay, Honorary Secretary; Foo Meng, GXA Secretariat

Games Exchange Alliance (GXA) is a games industry association that helps game companies cross last-mile

commercialization hurdles to reach Asian gamers. With over 50 member companies, GXA is supported by the Singapore government, Infocomm Development Authority (IDA), Media Development Authority (MDA), and International Enterprise (IE).

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Ke Yang, General Manager

Gamewave Interactive Technology Co., Ltd., is China's largest web game operator. Current business includes:

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Julia Son, Marketing Manager

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) promotes Hong Kong as a platform for doing business with China and throughout Asia. The HKTDC also organizes trade fairs and business missions to connect companies while providing information via

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The International Game Developers Association is the

largest non-profit membership organization serving individuals that create video games.

IGN ENTERTAINMENT

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Roy Bahat, President; Peer Schneider, Senior VP of Content & Publisher; Jeanne Dyer, Executive Director, Marketing; Kris Sharbaugh, Senior Manager, Communications; Talmadge Blevins, VP, Games Content

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IndieCade, the annual international festival for independent games, dubbed "The Sundance of the video game industry," features Red Carpet Awards, a professional conference, young programming, a public GameWalk, and more. IndieCade 2012 will take place October 4-7, 2012.

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Manager

Created in 2004, Into the
Pixel is an exploration and
celebration of the art of
video games from around
the world. The exhibition
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Masaomi Kurokawa, Manager

Kotobuki Solution, AKA
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ucts are various JRPGs for
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overseas, and they welcome
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Larian Studios is among the world's finest independent game developers, with a track record of producing critically acclaimed RPG and RTS titles for PC/Mac and consoles. In 2012, Larian celebrates the 10-year anniversary of *Divinity Universe*. Current projects include *Dragon Commander* and *Divinity III*.

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Launched in 2006, LevelUp® offers a full line of innovative gaming accessories, including gaming storage towers, ottomans, and chargers. LevelUp's experienced product development team designs all products from the ground up—creating unique, practical, and visually stunning gaming solutions. LevelUp® is a division of Whalen Furniture Mfg., Inc.

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www.littleorbit.com

Matthew Scott, President & CEO; Terry Malham, Head of European Operations; Kathy Bucklin, Director of Production; Derek Wong, VP of Sales

Little Orbit is a worldwide video game publisher formed in January 2010, with a focus on licensed entertainment products. The company's emphasis is on working with popular creators to extend their vision into games through storytelling and engaging content for all platforms.

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Paul Meegan, President; Mary Bihl, VP, Global Publishing; Kayleen Walters, Senior Director, Marketing

LucasArts is a leading publisher and developer of interactive entertainment software for video game console systems, computers, and the Internet. The company was founded in 1982 by filmmaker George Lucas to provide an interactive element to his vision of a state-of-the-art, multifaceted entertainment company.

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Eneko Knorr, Founder & CEO; Robert Brown, Publicist - The Bohle Company

Ludei is a games technology firm aimed at wrapping HTML5/Javascript games for iOS and Android platforms at native performance, with zero coding cost. Ludei has produced successful titles for iOS and Android, with more than 15 million downloads from 100+ countries. It's now focused on providing

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Allen DeBevoise, Chairman, Co-Founder & CEO

Machinima is the #1 video entertainment network for gamers around the world, reaching over 1.4 billion video views/month, and over 166 million unique visitors/month. Featuring gameplay, original series, live streams, official content, and news for the gamer generation, Machinima is a major force for core gamers and the young entertainment audience.

MAD CATZ PMR 506

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Mad Catz Interactive, Inc. is a global provider of interactive entertainment products, marketed primarily under its Mad Catz®, Cyborg™, Tritton®, Saitek®, and Eclipse™ brands. Mad Catz develops flight simulation software through its internal ThunderHawk Studios™, and publishes/distributes games and video game products for third parties.

EXHIBITOR PROFILES



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G-MATE® is an innovative game accessory brand, which has been registered in Shenzhen since 2009. The founder, Mr. Erik Wang, was born in a military industry family in China; he himself is a hardcore gamer as well. G-MATE® is leading the game gun industry. Its new product, MAG II, will bring gamers more colorful game experiences.

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Jesse Sutton, CEO; Mike Vesey, CFO; Adam Sultan, Senior VP, Business Affairs & General Counsel; Christina Glorioso, CMO; Kevin Ray, CTO

Majesco is a provider of video games for the mass market, focused on developing and publishing a wide range of casual and family-oriented video games on all leading platforms, social networks, and mobile devices. Game franchise highlights include *Zumba® Fitness*, the #1 fitness franchise of 2011, and *Cooking Mama*, the #1 third-party DS game of all-time.



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Christina Seelye, CEO; Len Cicciotto, President; Trevor Seelye, Executive Producer; Luke Shelnutt, Senior Producer; Erin Crosby, Project Manager

Maximum Family Games is a publisher of PC, console, and handheld video games. The company's plans for 2012 include releasing the highly anticipated underwater racing title *Jett Tailfin*, scheduled to launch alongside the Wii U. As a licensed publisher of Nintendo, Sony, and Microsoft titles, MFG serves all major retail and online channels.

MCV

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MCV: The Market for Computer & Video Games is the leading resource for the games industry, with powerful online and print products, and networking and awards events. MCV covers publishing, development, retail, and investment through a weekly magazine available in print, on iPad, and on the market-leading MCVuk.com, as well as resources for the Nordic, Indian, and Pacific regions: MCVnordic.com, MCVinIndia.com, MCVpacific.com.

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Mecca Electronic Industries Inc. is an authorized, leading, full-service distributor of video game hardware, software, and accessories for Microsoft, Sony, Nintendo, Activision, EA, and every other publisher in the industry. Mecca has been recognized for 38 years as a key U.S. distributor, serving over 400 retail accounts. Stop by their booth for show specials!

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Meyers is a card- and label-printing company with a strong focus on the entertainment industry. Highly specialized in code-printing on cards, inserts, labels, and packaging, the company's expertise is widely used across the industry for software and subscription products. Meyers is also an innovative and award-winning point-of-sale provider to the industry.

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Microsoft's mission and values are to help people and businesses throughout the world realize their full potential. To learn more about Microsoft's business units and Board of Directors, get contact information, locate a sales office, or view their latest advertisements, please visit their website.

MOLI GROUP

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Michael Zhao, General Manager; Tsz Cheung Ho, Assistant General Manager

Moliyo launches self-developed MMORPGs, including *Tales of Ocean Fantasy* and *Superhero* this year, and actively seeks market opportunities to enter the mobile digital entertainment business. Moliyo will continue to expand its product pipeline, including PC online games, mobile games, and other mobile digital entertainment products.

MULTIPLAYER.IT

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Multiplayer.it is the leading online magazine in the digital entertainment field in Italy, and the first among gaming websites to blend editorial content with a strong social element. Their readers, more than 1.5 million monthly, follow the site's daily coverage, reviews, previews, and other gaming content.

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Hiro Maekawa, President & CEO; Graham Markay, VP, Operations; Sanae Maekawa, Creative Director; Sachio Davidson-Mizuta, International Communication Manager

Natsume is a worldwide publisher that specializes in unique and family-oriented interactive entertainment software for a variety of platforms, including Nintendo and Sony. Best known for the popular *Harvest Moon* and *Reel Fishing* brands, Natsume is dedicated to producing quality video games for the entire family.

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In less than nine years, Némropolis has gained a leading position in the historical adventure segment of video games. Némropolis is also working on a game based on the comic book licence of *Blake and Mortimer* (14 million comics sold worldwide). This exclusive scenario will be available in Q4 2012 on iPad, 3DS, and PC/Mac, and is featured in First Looks at E3.

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Zoltan Varga, Business Development Manager; Orsolya Toth, Public Relations & Community Manager

NeocoreGames is a Hungarian game production company, specializing in the production, development, and publishing of computer games, and focusing on the strategy/RPG genres. Previous titles include *Crusaders: Thy Kingdom Come*, *The Kings' Crusade*, and *King Arthur — The Role-Playing Wargame* series.

NINTENDO OF AMERICA INC.
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The worldwide pioneer in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its Wii™, Nintendo 3DS™, Nintendo DS™, and Nintendo DSi™ systems. A wholly owned subsidiary, Nintendo of America Inc. serves as headquarters for Nintendo's operations in the Western hemisphere.

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NVIDIA awakened the world to computer graphics when it invented the GPU in 1999. Today, its processors power

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OZHILL is a Korean game outsourcing company,

specializing in 3D modeling of game characters and environments, animation, and concept art. OZHILL has sales offices in Korea, and a studio with over 200 designers in Dalian, China.

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Since 1999, Paradox Interactive has been a leading global developer and publisher of PC-based strategy games. Paradox shares a passion for gaming and gamers, with the goal of providing deep and challenging games with hours of gameplay to a growing 400,000+ member community. Paradox's offices are located in New York, USA, and Stockholm, Sweden.

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Perfect World (Beijing) is one of China's leading network game developers and operators. Perfect World is primarily based on the independent research and development of Angelica 3D game engines, the "Cube" engine, and Eparch 2D engine.

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Perfect World Entertainment is a leading North American online games publisher, specializing in immersive free-to-play MMORPGs. Perfect World Entertainment has published 10 popular titles, including *Blacklight Retribution*, *Forsaken World*, *Perfect World International*, and *Star Trek Online*.

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PDP is a leader in designing and manufacturing peripherals for all major gaming platforms. They create products under brands like Nintendo, Microsoft, and Sony, as well as their own brand of Afterglow lighted accessories. In 2011, PDP launched a successful mobile group, working with Disney and Marvel Comics to create iconic products for iPhone and iPod.

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Pole To Win America has provided a full gamut of quality game-testing services to clients worldwide since August 2009. Core services include: game testing, game localization, focus groups, and customer relations. Located in the San Francisco Bay Area, Pole To Win supports all first-party hardware, smartphones (iOS & Android) and PC hardware devices.

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Greg Zinone, Founder & President

Pro vs. GI Joe is a 501(c)3 that provides troops serving around the world—from Afghanistan to Japan—a chance to battle pro athletes and celebrities in real-time virtual *Call of Duty* gaming competitions. In 2011, PvGII launched Purpose Driven Rehab, a program that enables wounded vets to facilitate tailgate gaming events at major events in its 45-ft. customized gaming RV.

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Richard Smith, President & CEO; Dave Albert, Sales at Large; Greg Bishop, VP of Sales & Marketing; Cathie Lehrberg, International Sales; Dick Lehrberg, International Sales Assistant

R.D.S. Industries Inc. offers Nintendo-licensed 3DS, DSi, DSi XL, DS Lite, Wii, and Wii U system carrying cases and accessories; Sony-licensed PlayStation, PlayStation 3, PSP, and PS Vita system carrying cases; Sanrio co-branded Nintendo carrying cases; and other really good stuff.

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Razer is the world leader in high-performance gaming hardware. Founded in 1998, with its headquarters in Carlsbad, CA, the company has offices in nine cities around the globe. Razer provides gamers with the unfair advantage of cutting-edge technology and award-winning design. Razer lives by its motto: For gamers. By gamers.

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Realta Entertainment Group, Inc. and Realta Studios are developers of reality-based interactive multimedia, hardware, and content for the world's most popular video game consoles and PCs. Realta melds art and technology into powerful user experiences that expand beyond the typical gaming hardware. Realta Entertainment is based in Campbell, CA.

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Super-developer Rebellion is one of the world's top independent game developers. Rebellion has a 20-plus-year track record of worldwide number-one hits, including *Alien vs. Predator*, *Aliens vs. Predator*, *Tom Clancy's Rainbow 6*, *The Simpsons Game*, *Star Wars Battlefront Elite Squadron*, *Sniper Elite*, and many more.

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Riot Games was established in 2006 by entrepreneurial gamers who believe that player-focused game development can result in great games. In 2009, Riot released its debut title *League of Legends* to critical and player acclaim. Over 11 million play every month.

ROCCAT INC. OFMR 5654 WEST

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With offices in Hamburg, Los Angeles, Taipei, and

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SDL provides translation technology and services to help the gaming industry better target and support global markets. This includes solutions for localizing games for global users, translating documentation, enabling multilingual support across email, chat and knowledge bases, and managing translation workflows to accelerate time to market.

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Based in Los Angeles, CA, Snail Games USA is a wholly owned subsidiary of Suzhou Snail Digital Technology Co., Ltd., the world's premier developer of free-to-play MMO games. Its mission: to construct a cultural trading outpost which will allow audiences in America to experience the artistic expression of the Chinese culture developed by Snail Games.

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Sony Online Entertainment LLC (SOE) is a recognized worldwide leader in MMO games. Best known for its blockbuster hits and franchises—including EverQuest, Free Realms, Clone Wars Adventures, DC Universe

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TAKE-TWO INTERACTIVE SOFTWARE, INC.

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Take-Two Interactive Software, Inc. is a leading developer, marketer, and publisher of interactive entertainment for consumers around the globe. The company develops and publishes products through its two wholly owned labels Rockstar Games and 2K, which publishes its titles under the 2K Games, 2K Sports, and 2K Play brands.

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Zhen Wei, CTO

Taomee is China's leading entertainment platform, which includes network games and mobile games, as well as social network service and virtual worlds (animated TV series and movies). Taomee is the largest children's online community, with successful children's franchises, a proven platform, and an established brand with parents and caregivers.

TECMO KOEI AMERICA CORPORATION

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Tecmo Koei America Corp. is the North American subsidiary of Japan's Tecmo Koei Holdings Co., Ltd. The company's globally renowned franchises include *Dead or Alive*, *Dynasty Warriors*, and *Ninja Gaiden*. Utilizing the combined strengths of both brands, Tecmo and Koei continue to redefine the action genre with their own unique, distinctive approach.

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Telltale is the first and only digital publisher to release interactive episodic content on a monthly schedule. Its award-winning internal development studio is responsible for creating landmark episodic content, including *Tales of Monkey Island*, *Back to the Future: The Game*, and the *Sam & Max* series.

THQ

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THQ Inc. is a leading worldwide developer and publisher of interactive entertainment software. The company develops its products for all popular game systems, personal computers, and wireless devices. THQ sells product through its global network of offices located throughout North America, Europe, and Asia Pacific.

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TopWare Interactive, headquartered in Karlsruhe, Germany, is an international interactive entertainment software company. A privately held company, TopWare develops, publishes, and distributes interactive software on most current-gen gaming platforms including PC, Mac, Xbox 360, PlayStation 3, and Nintendo Wii.

TRION WORLDS, INC.

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Trion Worlds is the leading publisher and developer of premium games for the connected era. Powered by a breakthrough development and publishing platform, Trion's team delivers high-quality, dynamic, and massively social games operated as live services across the biggest game genres and devices, with a lineup that includes *Rift™*, *End of Nations™*, and *Defiance™*.

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Michael Arzt, VP, Marketing and Business Development

Turtle Beach designs and markets premium audio peripherals for video game, personal computer, and mobile platforms. Turtle Beach is the number-one third-party console gaming accessory brand, based on dollar volume during 2011 (NPD). The Ear Force XP400 wireless headset was named IGN's "Best Gaming Hardware" as part the Best of CES 2012 Awards.

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TwitchTV is the world's largest video game online broadcasting and chat community, dedicated to connecting people around the games they love. TwitchTV features video from the top gaming personalities, players, tournaments, leagues, and developers, in addition to the most active and interesting discussions and live streams around video games.

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11/F. ~ 12/F, Yue Xiu Industrial Building, 87 Hung To Rd. Kwun Tong, Kowloon Hong Kong
www.arkon.com.hk

Simon Chan, Senior Marketing Manager; Jacky Tse, Marketing Manager

Uni-Art Precise Products Ltd. is a leading manufacturer and exporter of wireless headphones and speakers, wireless professional transmission systems, and audio video connection products, in both Hong Kong and China. They have been awarded ISO9001 and ISO14001 certificates.

UNIS TECHNOLOGY

5630 WEST

No. 85 Minke East Rd., Civil Science & Technology Park, Dongming North Rd. Shiqi District 528402 Zhongshan, Guangdong China
www.zs-shiyu.com/en/introduce

Simon Lau, International Business Department Contact; Steven Tan, International Business Department Contact

Universal Space (UNIS) is a leading Chinese-based manufacturer of amusement machines. Having been in the amusement business for over 19 years, the organization has grown to become a well-recognized brand within the industry, with creative and high-tech R&D, a worldwide sales network, high-quality controlled manufacturing, and exemplary FEC operating.

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PMR 501B

10900 NE 4th St.
Bellevue, WA 98005
www.valvesoftware.com

EXHIBITOR PROFILES



VEFXI - CREATOR OF THE 3D-BEE

2962 SOUTH

P.O. Box 860
North Plains, OR 97133
971-269-0000
www.vefxi.com

Lorenzo Traina, VP, Strategic Development; Rich Smith, VP, Business Development

VEFXi, the leading manufacturer of high-quality 2D-to-3D real-time converters and video system products, will showcase its newest model, 3D-Bee Diamond, with stunning new depth and pop-out capabilities for the technical 3D gamer. Also showing: VEFXI's real-time 2D-to-3D video editing system, with real-time 3D playback and keyframe editing.

VIDEO GAME VOTERS NETWORK

WEST LOBBY

575 7th St. NW, Suite 300
Washington, DC 20004
202-223-2400
www.videogamevoters.org

VIDEOGAME HISTORY MUSEUM

5400 WEST

90 Judith Ln.
Valley Stream, NY 11580
516-568-9768
www.vghmuseum.org

John Hardie, Director; Sean Kelly, Director; Joe Santulli, Director

The Videogame History Museum is a 501(c)(3) non-profit organization dedicated to preserving and archiving the history of the video game industry, as well as honoring the people who helped create it. The museum boasts over 20,000 items, including numerous prototypes, software libraries, design documents, and memorabilia.

VIRTUAL PIGGY

3253 SOUTH

15 W. Highland Ave.
Philadelphia, PA 19118
215-247-5500
www.virtualpiggy.com

Jo Webber, CEO & Co-Founder;
Pradeep Ittycheria, CTO & Co-
Founder; Tom Keefer, Executive
VP, Sales

Virtual Piggy Inc. has the first e-commerce solution that enables kids to manage and spend money online within a parent-controlled environment. It allows e-commerce merchants to function in a COPPA-compliant manner while allowing the credit card-less generation to play, socialize, and transact online with parental oversight and control.

VIRTUOS

OFMR 8101 CONCOURSE

10/F, 1326 West Yenan Rd.
200030 Shanghai
China
+86-2152583300
www.virtuosgames.com

Gilles Langourieux, CEO;
Damien de Froberg, Managing Director; Sebastian Sallovitz, Account Manager; Philippe Angely, Head of Sales, Europe and Asia

Virtuos is one of the largest providers of digital entertainment production services, specializing in 3D art and game development. Virtuos' clients include 15 of the top 20 publishers worldwide. Virtuos develops for consoles, Facebook, and mobile platforms. The company has over 900 employees in Shanghai, Chengdu, Saigon, Paris, Vancouver, and Tokyo.

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749 N. Mary Ave.
Sunnyvale, CA 94085
www.vivitouch.com

David Humphreys, Director of Global Sales

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Donghuan St.
511400 Panyu, Guangzhou
China
game.wahlap.com/en

WARGAMING.NET

601 SOUTH

548 Market St. #31031
San Francisco, CA 94104
www.wargaming.net

Mike Turner, VP of Business Development; Arthur Pratapopau, Public Relations Manager

Wargaming.net® is an award-winning online game developer and publisher, and one of the leaders in the free-to-play MMO market. Currently, Wargaming.net is focused on establishing the MMO war trilogy that includes the flagship armored *World of Tanks*, the flight combat *World of Warplanes*, and the naval *World of Battleships*—scheduled to release in 2013.

WARNER BROS. INTERACTIVE ENTERTAINMENT

2001 SOUTH, PMR 516

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Burbank, CA 91505
818-954-6000
www.warnerbros.com

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Russell Arons, Senior VP,
Worldwide Marketing & Public
Relations; Samantha Ryan, Senior
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Kevin Kebodeaux, Senior
VP, Sales, Americas; Debra
Baker, Senior VP, Business
Development

Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment Group, is a premier worldwide publisher, developer, licensor, and distributor of entertainment content for the interactive space across all current and future platforms, including console, handheld, and PC-based gaming for both internal and third-party game titles.

WEBZEN INC.

5604 WEST

7~10F DTC Tower
676 Sampyeong-dong
Bundang-gu
Seongnam, Gyeonggi-do
463-400
South Korea
www.webzen.com

WEMADE ENTERTAINMENT

2847 SOUTH,
OFMR 8816 CONCOURSE

7 F Mario Tower, 222-12
Guro-dong
Guro-gu, Seoul 152-848
South Korea
www.wemade.com

Kisung Kim, CEO; Gene J Kim, VP; Jay Suk, VP

WeMade Entertainment is a Korean online and mobile game developer/service provider for the local and global market. Its masterpiece *Legend of Mir2* attracted over 1.2 million users across Asia. WeMade is currently preparing for more than 20 mobile

titles, and strives to set a new standard for the mobile game industry.

WILL TECH

OFMR 8001 CONCOURSE

385 S. Los Robles Ave., Suite 2
Pasadena, CA 91101
626-796-7177
www.willtechnology.net

Janet Young, General Manager,
USA; Edward Qu, Managing
Director

WIZARDS OF THE COAST LLC

OFMR 8513 CONCOURSE

1600 Lind Ave. SW, Suite 400
Renton, WA 98057
www.wizards.com

Tolena Thorburn, Senior Communications Manager;
Paul Levy, Brand Manager, Magic: The Gathering; Adam Dixon, Brand Manager, Magic: The Gathering; Jerome Lalín, VP, Marketing; Greg Leeds, President

WONDERSHARE GAMES CO., LTD.

2763 SOUTH

5F, Block A, TCL Building
Gaoxin Ave. 1S, Nanshan District
Shenzhen, Guangdong 518057 China
www.wsgame.com

X-GAMES INC.

2563 SOUTH

8324 NW 68th St.
Miami, FL 33166
305-477-2523
www.x-gamesinc.com

Walter Caridad, President; Fernando del Bosque, VP; Mauricio Flores, Sales Executive

With a 4,000 square-foot facility based in Miami, Florida, X-Games Inc. is a video game logistics company fulfilling distribution needs in Mexico, the Caribbean, and Central and South America.

Established in 2004, the company has a long history in the distribution of video games, long-term relationships, and extensive market knowledge of the region.

XPEC

OFMR 8808 CONCOURSE

6F, No. 53, Nanjing East Rd., Sec. 2
Taipei, Taiwan 104
+886-225232378
www.xpec.com

Gordon Lin, BD Manager; Catherine Hsu, BD Manager; Wonder Lin, President

XPEC is one of the leading game developers in the Great China Area, with well-known titles on the PC and all console platforms, including *Skylanders: Spyro's Adventure* for PlayStation 3 and Xbox 360, and *Bounty Hounds Online* for PC. Founded in Taipei, Taiwan in August 2000, XPEC now has offices in Taiwan, Suzhou, and Beijing, with over 700 employees.

XSEED GAMES

OFMR 8504 CONCOURSE

3655 Torrance Blvd.
Suite 140
Torrance, CA 90503
310-792-7780
www.xseedgames.com

Ken Berry, Executive VP; Kenji Hosoi, Localization Manager; Jimmy Soga, Product Manager

XSEED Games was formed in 2004 to cross-pollinate the avid gaming cultures of Japan and North America. Delivering unique, innovative titles across multiple platforms and genres, XSEED Games is dedicated to publishing products that appeal to and enrich the North American market.

XSOLLA

555 SOUTH

22020 Clarendon St., Suite 201
Woodland Hills, CA 91367
818-435-6613
www_xsolla.com

Jason Morrell, Account Manager & Business Development; Sarah Miller, Business Development Specialist; Helen Alyasheva, Business Development Specialist; Jordan Metzner, Product and Partnerships; David Turner, Manager, Marketing & Social Media

Xsolla is the leader in global in-game payment optimization. Xsolla's easily integrated products dramatically increase payment conversion by localizing and simplifying transactions for each unique user. Xsolla collaborates with over 300 payment service providers to offer solutions via credit card, mobile payments, e-wallet, cash, kiosks, and more.

YOGSCAST LTD

2362 SOUTH

1137 N. Central Ave. #104
Glendale, CA 91202
310-754-6005
www.yognaughts.com

Kristafer Vale, Lead Developer; Lewis Brindley, CEO & Co-Founder; Simon Lane, Co-Founder; Hannah Rutherford, Business Manager

Yogscast LTD is a global indie game developer, currently producing its first self-published title, *Yognaughts Adventures!* Yogscast LTD was originally founded by Lewis Brindley and Simon Lane, initially as a podcast loosely based around games and gaming.

ZEN STUDIOS

OFMR 8508 CONCOURSE

24480 Pela Dr.
Mi Wuk Village, CA 95346
www.zenstudios.com

Mel Kirk, VP, Marketing and Public Relations; Neil Sorensen, Creative Director; Zsolt Kigyossy, Managing Director; Viktor Györei, Head of Studio

Zen Studios is a global producer and digital publisher of interactive entertainment software for all leading game platforms. The company is headquartered in Budapest, Hungary, with offices in North America. Zen's *Pinball FX2* franchise on Xbox Live Arcade has garnered numerous awards, and was named the best-selling game of 2011.

ZQ GAME

OFMR 8313 CONCOURSE

222 N. Sepulveda Blvd.
Suite 1755
El Segundo, CA 90245
310-414-9226
www.zqgame.com

Michael Zhang, VP; Shannon Chen, Director of Marketing; Lulin Wu, Business Development Manager; Xin Liu, Director of Technical; KJ.Justin Lin, Manager of Products Dept.

ZQ Game was founded in 2003, and has since crafted over 30 online games for players to enjoy around the world. In 2010, ZQ Game successfully filed an initial public offering and became the first native Chinese online gaming company to go public on the Chinese stock exchange in Shenzhen, under the stock code 300052.

ZYNGA

PMR 519

699 8th St.
San Francisco, CA 94103
www.zynga.com

Dungeons & Dragons: Neverwinter



RAIDERZ AND D&D: NEVERWINTER

THE PERFECT WORLD OF FREE-TO-PLAY ONLINE GAMES

At E3 this year Perfect World Entertainment offers a pair of games that reveal spectacular worlds with massive monsters and mystical, magical mayhem.

Dungeons & Dragons: *Neverwinter* leads Perfect World's charge at this year's expo. Based on the same source material that spawned the popular *Neverwinter Nights* series, *Dungeons & Dragons: Neverwinter* is a new stand-alone massively multiplayer online role-playing game (MMORPG) that emphasizes fast-paced combat within the beloved fantasy world. The online game boasts a hugely popular license and features a well-known developer in the genre: Perfect

World's wholly-owned studio, Cryptic Studios, which previously created *Star Trek Online*, *City of Heroes*, and *Champions Online*.

This PC game spotlights the titular city reborn from its destruction, as players fight from within the crumbled walls of the iconic location while seeking treasure and information. Classic *D&D* player races such as Human, Elf, Half-Elf, Dwarf, and others are included in the game, alongside classes like Fighter, Wizard, and Rogue. In addition, players can earn action points for use in battle by performing class-specific tasks.

The game includes a Foundry feature, in which players can create their own quests and levels from

within the game, without the use of a separate editor. Players may then share these custom campaigns with friends, or with the game's wider member base. Meanwhile, the game's existing themed locations include special events, public missions, and dungeons to entice fans to continue playing and to work together with others. *Dungeons & Dragons: Neverwinter* is due out for the PC in late 2012.

Also featured in Perfect World Entertainment's lineup is *RaiderZ*, another fantasy-themed MMORPG that initially debuted at E3 2011. Hailing from Korean studio MAIET Entertainment, which previously developed the online game *Gunz: The Duel*, *RaiderZ* is a free-to-play title with an emphasis on hunting large monsters in teams, with a variety of colorful, gargantuan beasts available to slay throughout the exotic country of Rendel.

Unlike many online role-playing games, *RaiderZ* emphasizes a more hands-on approach to combat, in which players maintain complete control of their heroes—including the ability to evade or block attacks—while battling myriad beasts. Paying close attention to enemy movements and actions gives skilled players

an advantage as they plan their attack strategies. Furthermore, the game does not utilize a typical job or class structure for character creation. Instead, players can freely choose from more than 350 different skills to create the warrior that best suits their combat style.

Success in combat against large monsters yields beneficial results for players, as pieces of weapons earned in battle may be wielded against the beasts. However, players must seek out artisans in the world to assemble these special items, offering further motivation to continue battling and accumulating parts. *RaiderZ*'s world promises a variety of terrain, from tropical jungles to snow-capped mountain peaks, with enemies like ghost soldiers and skeleton warriors awaiting players. *RaiderZ*'s launch date has not yet been announced.

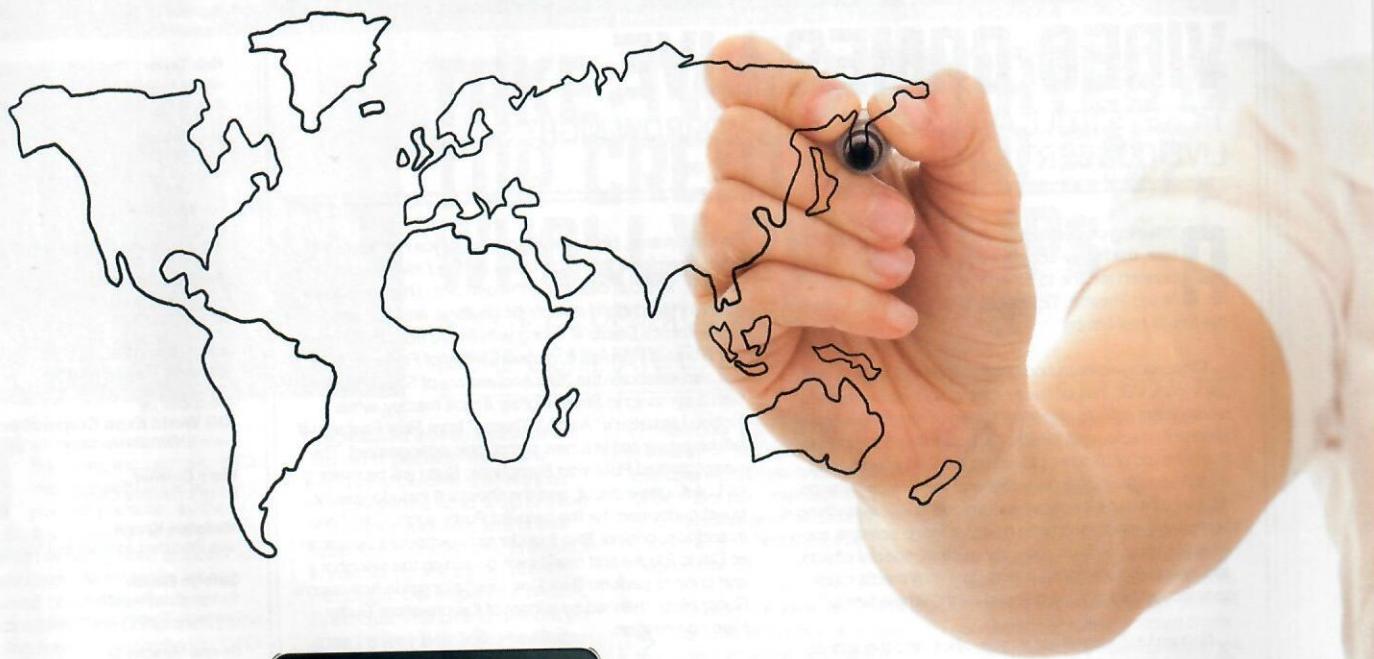
Both *Dungeons & Dragons: Neverwinter* and *RaiderZ* add to Perfect World Entertainment's ever-growing portfolio of online experiences, with the company's free-to-play approach aimed at making such enticing titles available to as large an audience as possible.



RaiderZ

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VIDEO GAMES LIVE

TICKETS STILL AVAILABLE FOR TOMORROW NIGHT'S
LIVE CONCERT EXPERIENCE

A traveling celebration of video game music and culture, the highly-acclaimed Video Games Live (VGL) concert returns to E3 on Wednesday, June 6, at the Nokia Theatre. Tickets are available for purchase in the South Hall Lobby.

Created by veteran composers Tommy Tallarico and Jack Wall, VGL has been energizing sold-out crowds for seven years with its signature fusion of interactive entertainment, music, and theater. "This is the greatest video game music of all time, played by a full symphony and choir," says executive producer and show host Tallarico. "But what makes it special and unique is that everything is completely synchronized to massive video screens, rock-'n'-roll lighting, a stage show production, special effects, and interactive elements. It really is a multimedia music spectacular that can be enjoyed by the whole family."

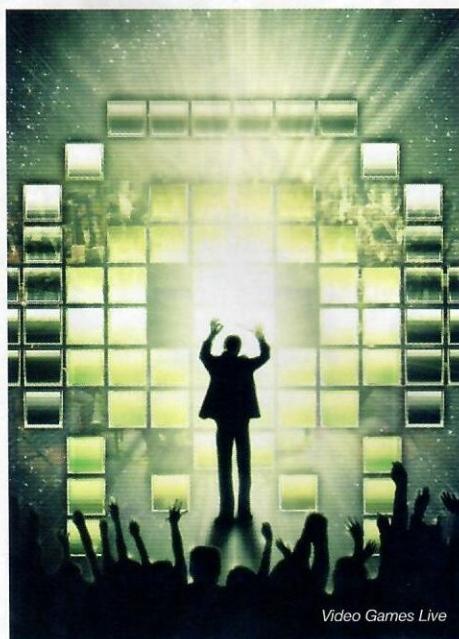
No two VGL shows are exactly alike, and the annual E3 concert is traditionally where new material and special guests make their debut. In addition to fan favorites such

as *Castlevania*, *Halo*, and *Sonic*, audience members will enjoy premieres from such titles as *The Elder Scrolls V: Skyrim*, '90s cult classic *Earthworm Jim*, Thatgamecompany's PlayStation Network hit *Journey*, and Blizzard Entertainment's *Diablo III*, along with music from the upcoming *World of Warcraft* expansion, *Mists of Pandaria*. VGL will also celebrate the 25th Anniversary of *Street Fighter* with a symphonic *Street Fighter II* rock medley, while Nobuo Uematsu's "Aerith's Theme" from *Final Fantasy VII* will be presented in a new symphonic arrangement. The newly created *Pokémon Symphonic Suite* will be making its Los Angeles debut, and the show will include special guest performers for the beloved *Portal* song, "Still Alive." In addition, original Toto founder/songwriter/pianist/vocalist David Paiche and friends will be joining the symphony and choir to perform "Hold the Line" alongside Activision's *Guitar Hero*, manned by winner of the pre-show *Guitar Hero* competition.

A variety of YouTube superstars will be performing at VGL as well, including America's Got Talent finalist and "Hip Hop Violinist" Lindsey Stirling. In addition, "The Video Game Pianist" Martin Leung will debut his new piano arrangement of Rare Software hits, and heavy Metal guitarist "Viking Jesus" will premiere his heavy metal rendition of *Star Fox*. Finally, Laura "Flute Link" Intravia will showcase her vocal talent and perform her new *Super Mario* medley, as well as performing her 25th Anniversary *Legend of Zelda* arrangement accompanied by the VGL symphony.

Audience involvement is a hallmark of the Video Games Live experience, from the atmospheric pre-show festival to the post-show meet-and-greet. VGL will now incorporate members of the audience to help choose the set-list during the show via their smart phones. A real-time meter displays which games are leading during the vote, and the most popular choice gets a performance. Other interactive elements include live Skype appearances and interviews with game industry legends, along with photographs of the audience taken during the performance and posted on VGL's Facebook page for tagging.

All the elements of Video Games Live combine to make it an experience that is both memorable and moving. "It's a complete celebration, not only of video game music and the video game industry, but of the culture, the fans, the audience," Tallarico says. "People cry during our shows. People have this emotional attachment to game music. To be in a room full of thousands of like-minded people who also have this emotional attachment—it's magical."



Video Games Live



www.theESA.com

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Spec Ops: The Line

TAKE-TWO'S STRATEGY: TOP CREATIVE TALENT, WHOLLY OWNED IPs

**NEW SPEC OPS, XCOM, BORDERLANDS AND
MORE DOMINATE E3 LINEUP**

Take-Two Interactive Software, Inc., arrives at E3 this year with an action-packed portfolio, as the publisher shows off a trio of games evolving from established franchises. All three are wholly-owned properties—a move indicative of the company's plans going forward, according to CEO and chairman, Strauss Zelnick.

"Our core strategy is to develop the highest-quality, most compelling entertainment franchises in the business, and deliver them on any platform that is relevant to our target audience," explained Zelnick. "This begins with our investment in world-class creative teams. The talent we have attracted at our Rockstar Games and 2K labels is the essential ingredient to building what we believe is the strongest portfolio of intellectual property in our industry. With the exception of a few select sports and kids licenses, Take-Two owns nearly all of its intellectual property, which gives us a competitive advantage and control of our own destiny."

Spec Ops: The Line is one such example of the publisher's commitment to its original IP, with the upcoming shooter being the first new title to bear the *Spec Ops* brand since 2002. *The Line* spotlights the quest of Captain Martin Walker, who leads his Delta

Force squad into a devastated version of Dubai to recover a U.S. Army Colonel. Players can manipulate the sand around them to surprise enemies, and online multiplayer functionality is available in addition to the single-player campaign. Developed by YAGER, *Spec Ops: The Line* is due out on June 26 for Xbox 360, PlayStation 3, and PC.

Also featured in Take-Two's lineup at E3 is *Borderlands 2*, sequel to the successful 2009 Gearbox Software original. Like its predecessor, this new Xbox 360, PS3, and PC title merges first-person shooter and role-playing elements for fast-paced cooperative action, complete with a distinctive and vibrant art style. Players take full control of their

chosen character classes, with a wealth of new environments to explore and new enemies to blast. Fans can seek out millions of unique weapon variants when *Borderlands 2* hits stores on September 28.

Rounding out Take-Two's lineup at E3 is *XCOM: Enemy Unknown*, the reboot of a classic strategy series that will launch on Xbox 360, PS3, and PC this fall. Building off the foundations of the series, *XCOM: Enemy Unknown* puts players in control of a paramilitary organization charged with repelling an alien invasion, with the game's turn-based tactical battles allowing control of multiple characters who can work together to outwit and defeat their foes. Firaxis Games—renowned for its work on the Sid

Meier's *Civilization* series—is developing the title.

"We are exceedingly optimistic about our lineup this year and incredibly proud of the groundbreaking work that is being done by our creative teams. Whether experiencing our titles at our booth or reading about them online, we hope that our audience shares in our enthusiasm and is prepared to experience the very best in interactive entertainment," added Zelnick. "E3 continues to play an important role in raising awareness for our industry—the most exciting and only growing sector in all of entertainment. We're pleased to join with our peers to show the world why our business personifies innovation and creativity."





STAR TREK SCREENWRITERS GOT GAME

MORE DETAILS ON NAMCO'S 2013 TREK TIE-IN



Roberto Orci



Brian Miller

While many of the specifics are under wraps, we do know at least one important plot element of the new 2013 *Star Trek* game -- writer Roberto Orci and Paramount Pictures Producer/Senior Vice President Brian Miller announced at E3 that Captain Kirk and First Officer Spock will traverse the universe to square off against series favorite villain, the terrifying species of Gorn. Details of how the slow-moving, hissing reptilian beasts get involved (and what they have done to incur the wrath of the Enterprise's crew) will be revealed as the Namco/Paramount game draws closer to release for the PlayStation 3, Xbox 360, and PC. In the meantime, *Show Daily* staff were able to connect with Mr. Orci and Mr. Miller to learn more about what looks to be one of the hottest games of 2013.

"The plot is a standalone story that exists between the two movies," said Orci, who also co-wrote the 2009 *Star Trek* film and its upcoming 2013 sequel. "There's a deliberate placement of it within the universe, but it's definitely standalone -- it could be a chapter. It could've been its own movie [since] it won't contradict the sequel in any way."

To assure that level of authenticity and continuity

between movies and game, developer Digital Extremes worked not only with Orci and Miller, but also director J.J. Abrams and many other crucial members of the movie's team.

"Everything you see in the game came from that camp in one way or another, or had influence from them," said Miller. "They're involved as collaborators on this thing, and they've been collaborators since day one. They've seen every bit of it, are involved in every bit of the story, every bit of the design. It wouldn't be an authentic universe if we didn't use those guys." Rounding out the team on the writing side is Marianne Krawczyk, who has written for other games like *God of War* and *The Sopranos: Road to Respect*.

The game is action-packed, with two players -- either in the same room or playing together via online multiplayer -- who can opt to take on the roles of either Kirk or Spock. Working together means capitalizing on the characters' personalities: "Kirk is very much a cowboy who may go into a room guns blazing," said Miller. "Spock may go [and] take a different approach." The game also includes online-exclusive content independent from the main campaign, with more details about

this feature to follow as we come closer to the 2013 release date.

"It isn't about just [sticking] Kirk and Spock into a shooter," explained Orci. "The feel of it, the situations you find yourself in -- they're all inspired by *Star Trek*. That's the beauty of having had the time [in development]. It literally gives you the time to think of more stuff that more specifically makes it *Star Trek*."

That means the development team has cooked up weaponry exclusive to the game that will still feel right to hardcore *Trek* fans. Kirk will be able to exploit items in the Starfleet Academy arsenal, and Spock can, of course, take advantage of the Vulcan offerings... and the Gorn will have "some really cool biomechanical stuff that is really exciting," said Miller.

Star Trek previewed at E3 2011, and has been in the works since. Why? "We had the time and the financial investment in this thing to do it right," explained Miller. "And we were only going to do a game if we could do it absolutely correct, which was... [giving] ourselves enough time and work with the right developers and really take our time to get a great piece out there. The fact that it's a *Star Trek* game is a bonus."

For **Juri**, the big letter on the box is a good start. But sometimes she wants to know more about the games **Sean** and **Maia** want to play. And now she can, **right from her phone**, right from the store.

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Juri ♀
Lakeside, CA



ENTERTAINMENT SOFTWARE
RATING BOARD





LITTLE ORBIT OFFERS FANTASY AND JUSTICE FOR ALL

YOUNG JUSTICE AND MISTBORN GO INTERACTIVE AT E3



Little Orbit's product slate for the coming year showcases the company's skill in the art of successful adaptation. The worldwide publisher is bringing interactive life to the popular DC Comics animated series *Young Justice* in a new multiplayer action title. The game takes place between the first two seasons of the hit TV show, and Little Orbit collaborated with show writers Greg Weisman and Brandon Vietti in its development. Set for release in early 2013, *Young Justice* is due out on PlayStation 3, Xbox 360, Nintendo Wii, and Nintendo DS.

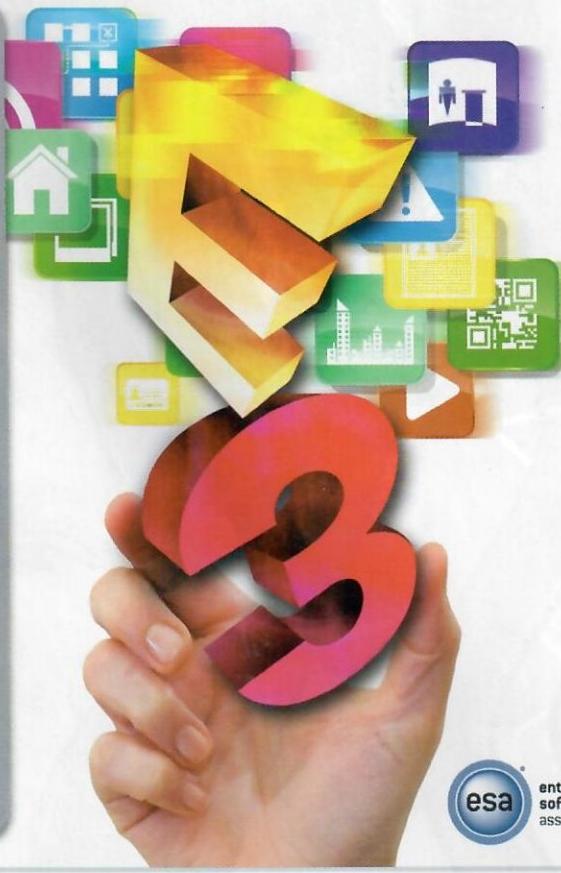
"The new video game contains a slew of cool features and a large playable cast of familiar heroes," says Little Orbit CEO Matt Scott. "But our core mission is to create a unique experience that fits seamlessly into the world of the show, and offers a new way to interact with these popular DC Comics characters."

Also serving up a new way to interact with popular characters is *Mistborn*, a game based on bestselling author Brandon Sanderson's fantasy series by the same name. Sanderson will pen an original story for the

role-playing game, currently scheduled for a fall 2013 release. Its grim world—dominated by an immortal villain known only as the Lord Ruler—comes to the Xbox 360, PlayStation 3, PC, and Mac. "Between the distinctive magic system and the rich depth of character skills, we're creating something very unique for players to enjoy," says Scott.

Whether gamers are seeking the ultimate in heroes or villains, the duo featured at Little Orbit's E3 booth promises both exciting hours of adventure and hidden new worlds to explore.

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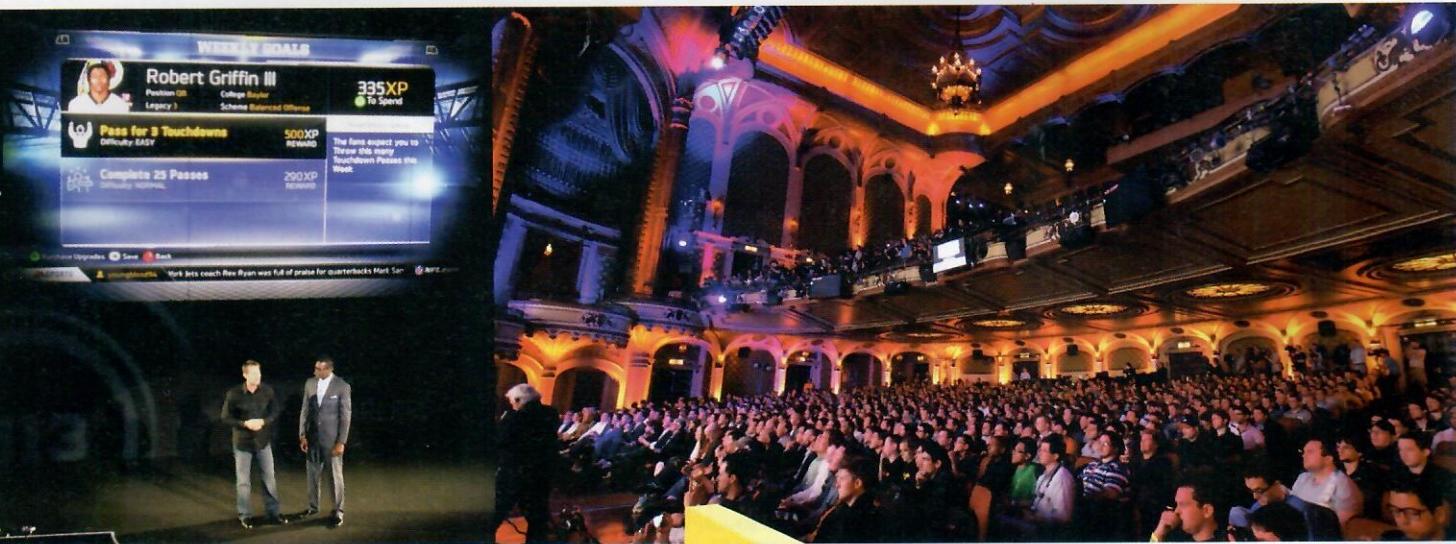
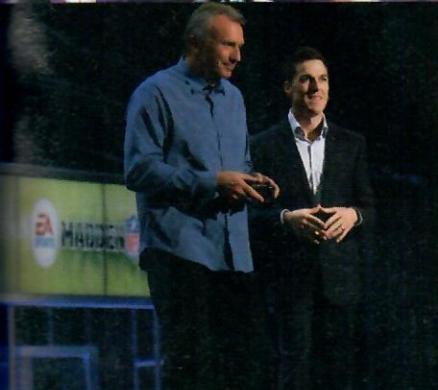


PHOTO GALLERY

HIGHLIGHTS FROM THE MICROSOFT AND ELECTRONIC ARTS PRESS CONFERENCES

2012

For even more exclusive photos straight from E3 2012, head to www.e3insider.com



Clockwise from top left:
Hall of Fame NFL player Michael Irvin shows off *Madden NFL 2013*; EA's press conference this year was held within the historical Orpheum Theatre; *South Park* creators Trey Parker and Matt Stone show off *South Park: The Stick of Truth* at the Microsoft press conference; Don Mattrick, president of the Interactive Entertainment Business at Microsoft; Hall of Fame quarterback Joe Montana; Usher debuts his original moves from *Dance Central 3*; Los Angeles Convention Center



GAME CONNECTION FORGES BUSINESS LINKS

ONLINE MEETING APPLICATION CONNECTS DEALMAKERS AT E3

Game Connection and E3 are offering show attendees a unique online meeting application that enables them to connect their products and services with decisions makers from every aspect of the business—all onsite at the show.

Game Connection's free online Meeting Application at E3 allows potential business partners to easily set up 30-minute meetings at the event. E3 attendees and exhibitors can create their own profiles, browse other attendee profiles, upload projects, request meetings, and create pre-show event schedules. Browsing for creative talent, QA, middleware and tools, outsourcing options, producers, and acquisition managers is easy, and the success enjoyed by application users is reflected in the growing numbers of participants. For example, last year Game Connection at E3 hosted just over 2,000 companies and had more than 3,000 active users. As

of mid-May this year, the number of meeting application users had already doubled.

This is the second year for the official E3 meeting application, but Game Connection has more than ten years of experience in successfully forging links in the industry. Since 2001, the company has connected more than 400 developers, publishers, distributors, and service buyers, leading to an estimated \$1 million dollars worth of new business relationships each year.

At past events, E3 attendees using Game Connection have met with some of the biggest development teams and publishers in the industry, including Electronic Arts, Nintendo, Konami, and many more. These types of meetings have resulted in lucrative development partnerships worth, on average, \$400,000 per deal. As Tim Symons, sales planning and strategy manager at Nintendo, puts it, "The speed-dating concept

is nice. You see a lot of companies in a short period of time. Game Connection is good for business because it's so compact and efficient for us."

"The Online Meeting Application has been conceived to make it easy to secure face-to-face meetings with prospective business partners. We are proud to bring our technology to E3 and allow people to take advantage of easy access to key players from all over the world to present completed games, pitch services, or showcase projects in process that are available for publishing and distribution deals," said Game Connection CEO and managing director Pierre Carde.

Game Connection is the official provider of the E3 Meeting Application. For more information about the application visit www.game-connection.com.



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GamePro Custom Solutions is an award-winning custom publishing agency. A division of the International Data Group (IDG), GamePro is responsible for creating engaging content and web development solutions for marketers and events.

SHOWFLOOR UPDATE

COMPANY NAME	BOOTH
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BULKYPIX	447 SOUTH
CJ GAMES GLOBAL	OFMR 8605 CONCOURSE
CREATIVE DISTRIBUTION LTD / REEF ENTERTAINMENT LTD	OFMR 8802 CONCOURSE
EGM MEDIA	OFMR 4012 WEST
EPSON	2863 SOUTH
GAME QUEST	2358 SOUTH
GEMALTO	447 SOUTH
INCA INTERNET CO., LTD.	5604 WEST
LOKISPLANET.COM	OFMR 8704 CONCOURSE
NEVOLUTION	OFMR 4105 WEST
PERFECT WORLD ENTERTAINMENT	4512 WEST
	OFMR 8708 CONCOURSE
	OFMR 8712 CONCOURSE
POLISH EMBASSY, TRADE AND INVESTMENT SECTION	PMR 317
SIRIUS XM RADIO	2902 WEST
SONY DADC	OFMR 8213 CONCOURSE
SPHERO	OFMR 8314 CONCOURSE
TRION WORLDS, INC.	823 SOUTH
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TRIOVIZ	OFMR 5666 WEST
UBITUS INC.	OFMR 4004 WEST
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